

**Too whom it may concern.
Human Resources.**

July 07th, 2023.

Dear Sir or Madam:

Allow me to introduce myself please:
My name is Luis Garcia and I'm from Mexico City.

This letter is to send you a big hi and at the same time let me to know you that I am interested to apply for a position of employment as a:

GRAPHIC DESIGNER

I'm looking to be part of your professional team. My availability is complete and permanent with absolute fidelity and loyalty to work for longer in competitive company.

I have a Bachelor's Degree in Graphic Design of the Faculty of Fine Arts by the UNAM / National Autonomous University of Mexico. And I have a Master Degree in Senior Management in Communication and Design/Advertising (Design, Administration, Marketing and Public Relation).

I manage my talent with creativity, professional ethic, discipline and responsibility. In my profession as a Graphic Designer I've been working in many design firms and companies in Mexico City with around 12 years of experience in many areas covered by this professional field like a University Degree Professor in Graphic Design, Graphic Designer in private companies, Pre-Press, Commercial Art, Corporate Identity, Artistic and Commercial Photography.

Also in Illustration/Medical, Marketing, Packaging, Logos, Signage, Advertising, Editorial, Medical and Scientific Industry, Digital professional presentations, Stage designs, Textile-bag packs with licence of American cartoons, Visual communication, Fine arts, Visual Arts, Conceptual Design, Typography. Administration duties among others. I can do multitask in graphic design projects or jobs in different stages of design, graphic, art and artistic production.

I can speak English, French and Spanish my native language in its four modalities and good communication skills like a speaking, listening, writing and reading.

I would be delighted to hear from you at your earliest convenience if you are so kind, to discuss my skills in relation to this position.

If you have any further questions please feel free to contact me as soon as possible please.

Thank you for your time, attention and consideration.

Sincerely,
Luis García Rodríguez

Resumé

Position for employment:
Graphic Designer

Name:

Luis Garcia Rodríguez

Personal Data:

Address:

Agrupacion. C12, No. 5, 3A. Secc. U.E.Z.
c.p. 09180, CDMX.
MEXICO City.

Home phone: 011 52 55 5733 0767

Mobile phone: 011 52 1 55 1732 6556

e-mail: luiggygar5@gmail.com

My profile:

Work with a team, prior working experience, good and confident team member, excellent customer service skills, fluent English, French and Spanish communication skills, proactive, organizational and administrative skills, good interpersonal skills, ability to interact fully with staff at all levels, high degree of initiative, flexibility, adaptability and attention detail, ability to prioritize competing demands with efficiency and under pressure, handle confidential information and sensitive issues in an entirely reliable manner, good information and software technology, empathetic, hospitality, public and social relationships, friendly.

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Education

05 April 2014 / 28 may 2014

• **Certificate** in General Physical Sports Conditioning, and Aquatic Activities

Sport City University / La Salle University / Mexico City

23 April 2007 / 20 may 2009

• **Master Degree** in Senior Management in Communication and Design-Advertising/Marketing/Public Relation.

CUC / University Communication Center. (Centro Universitario de Comunicacion)

Diploma Degree / Mexico City

10 august 1994 / 30 august 1998

• **Bachelor's Degree** in Graphic Design

UNAM / National Autonomous University of Mexico. (Universidad Nacional Autónoma de México)

FAD / Faculty of Arts and Design

ENAP/ National School of Fine Arts.

Diploma Degree / Mexico City

Extracurricular graphic design, technology and teaching courses

2018 Code of behavior and ethics / Certificate on line / UNITEC / Mexico City
2018 Learning styles / Certificate on line / UNITEC / Mexico City
2017 Classroom space of knowledge / Certificate on line / UNITEC / Mexico City
2017 Teaching Induction update / Certificate on line / UNITEC / Mexico City
2011 English and French / Community Practice / Vancouver British Colombia, Canadá
2009 English Benchmark Examination/ Vancouver British Colombia, Canadá
2009 Master degree in Communication / CUC / Mexico City
2006 French / Axion 21 / Montreal, Qc. Canada
2005 Mexico packaging internal guidelines imports
2003 Design & photography seminar / Mexico
2002 Technics of teaching and communication relations / Pachuca Hgo. / Mexico
1999 Adobe Mexico / Seminar and communication / computer arts softwares
1998 Image Nation / Macintosh arts software
1992 English course / St. Antonio College / LA. Calif. USA

Academic events:

- Photography exposure. Museum de pintura mural en Teotihuacan y MUCA. Mexico City 2004
- EPSON Digital Gallery. Mexico City. 2004
- El Metro (Subway) chabacano station line 9-2. Mexico City. 2004
- Fotoseptiembre, Museum Art Photo's magazine. Mexico City 2003
- Assistant profesor of design and semiotic subject, ENAP. Mexico City 1997
- Poster convocatory of 100's years of Mexican film, AIDS, Rights of children, Pop Art. Mexico City 1997
- Design proyect of a visual artistic presentation to get a degree in graphic design called 'Mithology concept of the plastic and artistic visual interpretation of Quetzalcoatl'. 2003 thesis. Mexico City

Practical training and work graphic designer and professor experience

• **UNITEC / Tecnology University of Mexico, camp Sur.sep-2013 to 2014 / jan-may 2015 / augst 2017 / 2020 to dat University Degree Professor in Graphic Design / Management in Visual Communication.**

Subjects: Photograph Digital Image I, Advanced Digital Imaging Techniques, Space Displays and Presenters, Advertising Campaigns, Representation Drawing, Professional Presentation for Design, Design Systems III, Prototypes and Conceptual Models, Corporate Identity, Design and Communication infographics. Great results managing visual communication concepts as an innovation, originality, aesthetic, semiotic theories, psychology, art. Teaching in a degree level as my prior working experience as a Graphic Designer in the area and its different professional branches like the development of the graphic and design elements that meet the good criteria for clients' needs and its conceptual objectives in a visual communication, determine the best professional way to select, decide and produce the visual desired effect and the most appropriate method for strategies of visual concepts, academic research, treatment of student skills, boost autonomy and critical thinking, pedagogical strategies for graphic design teaching and learning. Support students to professional insertion and estimate costs of their materials and time to complete their own graphic design projects most of them for real clients in different environments, coordinate all aspects of production of each student for a digital, print, audio-visual or electronic materials, such as digital presentations, animations, interactive designs, prototypes, webpages with design, image and multimedia processing software in computer labs in PC and Macintosh platforms. Teamwork in a multidisciplinary environment. Thesis advisory, supervise graphic design students in each graphic art represented and pointed to his or her main target entrusted in my tutoring, solve problems in our society, promote culture and respect, involve a useful and technology society with ethic and responsibility.

• **UVM / University of Mexico's Valley, campus Tlalpan. sep-2013 to sep 2014 University Degree Professor in Graphic Design / Management in Visual Communication / Design and Architecture Technology Direction.**

Subjects taught: Editorial Design, Printing Techniques, Design III, Graphic Design workshops. Working with a great results managing visual communication concepts as an innovation, originality, aesthetic, semiotic theories, psychology and art. Teaching in a degree level as my prior working experience as a Graphic Designer in the area and its different professional branches like the development of the graphic and design elements that meet the good criteria for clients' needs and its conceptual objectives in a visual communication, determine the best professional way to select, decide and produce the visual desired effect and the most appropriate method for

strategies of visual concepts, academic research, treatment of student skills, boost autonomy and critical thinking, pedagogical strategies for graphic design teaching and learning. Support students to professional insertion and estimate costs of their materials and time to complete their own graphic design projects most of them for real clients in different environments, coordinate all aspects of production of each student for a digital, print, audio-visual or electronic materials, such as digital presentations, animations, interactive designs, prototypes, webpages with design, image and multimedia processing software in computer labs in PC and Macintosh platforms. Teamwork in a multidisciplinary environment. Thesis advisory, supervise graphic design students in each graphic art represented and pointed to his or her main target entrusted in my tutoring, solve problems in our society, promote culture and respect, involve a useful and technology society with ethic and responsibility.

• CUSA / University Centre of San Angel. Mar-2010 / may-2013
College Professor / General Graphic Designer

Subjects taught: Color theory, Plastic Arts Technics I and Plastic Arts Technics II, Art History, Mexican Art and Design I and Mexican Art and Design II, Photography II, Investigation Methodology, Creativity, Photography I, Introduction to Mkt, Computer graphics I, Design I, II, III, IV and V. Working with a great results managing visual communication concepts as an innovation, originality, aesthetic, semiotic theories, psychology and art. Teaching in a high level as my prior working experience as a Graphic Designer in the area and its different professional branches like the development of the graphic and design elements that meet the good criteria for clients' needs and its conceptual objectives in a visual communication, determine the best professional way to select, decide and produce the visual desired effect and the most appropriate method for strategies of visual concepts, treatment of student skills, boost autonomy and critical thinking, pedagogical strategies for graphic design teaching and learning. Support students to professional insertion and estimate costs of their materials and time to complete their own graphic design projects most of them for real clients in different environments, coordinate all aspects of production of each student for a digital, print, audio-visual or electronic materials, such as digital presentations, animations, interactive designs, prototypes, webpages with design, image and multimedia processing software in computer labs in PC and Macintosh platforms. Teamwork in a multidisciplinary environment. Supervise graphic design students in each graphic art represented and pointed to his or her main target entrusted in my tutoring, solve problems in our society, promote culture and respect, involve a useful and technology society with ethic and responsibility.

• Edimplas S.A. jan2007/dec2008
Graphic Designer / Medical Illustrator, Scientific Illustrator.

Graphic Design in the pharmaceutical-medical and the scientific areas, advertising medical design, image and visual communication for campaigns for MERCK-Serono Laboratories in Mexico City. Handling the advertising medical campaigns for some of the following products: Novotiral, Eutirox, Glucovance, Dabex XR, Renoproteck, Concor, Biconcor, Doloneurobion dmaa, Doloneurobion Retard, Caudaline, among others. For national as well as international events. Create many sketches, layouts and graphic proposals, managing traditional tools with design, image and multimedia processing software in PC and Macintosh computer platforms. Designs for packaging, manuals, posters, roll-ons, managing brands, book covers, printed support material for medical events, banners, logos, magazines, take photographs and create illustrations or use some banks existing of them, typography guides, art concepts, print materials and visual communication. Coordinate all aspects of production and review printed material, make corrections, contact outsourcing and finishing suppliers. All of this expressed through a medical and scientific concept designs with a creative and aesthetic character. Supporting the marketing department team, estimate costs of their materials and time to complete their own graphic design projects and working together for the graphic, visual communication and logistics needs for Merck-Serono Laboratories in Mexico. Find the best professional way to select, decide and produce the visual desired effect and the most appropriate method for strategies of visual concepts. Holding workshops for the public in general at the same time, dealing with a health issue exposed by specialist doctors in the areas of Cardiology, Hypertension, Obesity, Diabetes, Circulatory System, Digestive System, among others. Events for doctors, such as conferences, seminars, logistics, administration. For shows all over Mexico and some in Europe. Teamwork in a multidisciplinary environment.

• Photopack S.A. Apr2006/dec2006
Graphic Designer, Advertising, Industrial Designer and Marketing.

Design and image of several bag packs models (children's bags) such as kids, grade school and dollies. Lunch boxes and pencil holders from the same line. Prepare many sketches, layouts and graphic proposals, managing traditional tools with design and image processing software in PC computer platform. Designing and proposing the image using the creativity of various cloths and bag styles, designing several stamping forms for production and 2D and 3D images, creativity of the image and production with drawings from the authorized license of: "The Odd Parents

cartoons, by Butch Hartman". Designing the first prototypes for production in Mexico City by suppliers in China. Find the best professional way to select, decide and produce the visual desired effect and the most appropriate method for strategies of visual concepts. Coordinate all aspects of production and review textile catalogues, zippers, plastics, brooch and straps, arts graphics and pantone colors, printed material, make corrections, contact outsourcing and finishing suppliers. Supervise the first design project run, authorize and afterwards transfer for many series of production. Teamwork in a multidisciplinary environment. Attention details with each client to establish the overall look, graphic elements and all about design content of a good visual communication including textile materials. Customer follow-up and support, develop strategic graphic and advertising plans. Check, verify and supervise the last production with the right indication and methodology for the final project. Satisfy the needs of the project for each client. These children bag packs were placed for sale in prestigious stores in Mexico, such as Liverpool, Sears, Wal-Mart and department stores such as Soriana and Chedraui.

• ***Techlink USA-Time 0 / Mexico / Miami /Mexico mar2005/feb2006***
Graphic Designer and Advertising, Commercial Art, Marketing, Public Relations

Adapt the foreign packaging graphic designs of commercial art and pharmaceutical brand imported products for companies in Mexico. Stores such as Wal-Mart, Costco Imports, Sam's, among others. Products from countries such as Canada, USA, Brazil, Argentina, United Kingdom, China, Japan. Adapt the design of the commercial product into Mexican laws, POP materials, all of them focused to Mexican marketing norms to approve products imported from different countries into Mexico. Create graphics and designs with their sketches, layouts and graphic proposals, managing traditional tools with design and printed image processing software in Macintosh computer platform. Mexican Official Norms (NOM) for imported products such as textiles, toys, products in general, food and beverages, cleaning and home products, electrical products, electronic and electrical appliances, cocoa and other products derived from others. –Adapt the graphic design that it is in foreign languages in all packaging imported products into Mexico in Spanish language or both English and Spanish. Typography guides pretty important in these visual communication projects, check color pantone or design a new one, –Redesign bilingual and trilingual English, Spanish and French packaging, designing soft labels, stickers, primary's considering the following points of Mexican government imports such as: Product, Content, Brand, Made in, Warnings, Manuals and/or instructive, Importer-Exporter, Laws of evidence of the texts for importation, warnings, nutrition tables, etc. Coordinate all aspects of production and review printed material, make corrections. Find the best professional way to select, decide and produce the visual desired effect and the most appropriate method for strategies of visual concepts and needs of each client. Graphic Design professional digital presentations and marketing to present the objective and the activities of this company to other ones and its executives of marketing areas. Teamwork in a multidisciplinary environment. Countries to import their products into Mexico. – Promote commercial foreign products to national importers for the sale of these products in Mexican stores -México Packaging Internal Guidelines Imports.

• ***Columbia College School / Mexico oct2004/oct2005***
College Teacher, Graphic Designer. Part Time.

Subjects taught: Design and Advertising, Communication, Advertising and Consulting. Working with a great results managing visual communication concepts as an innovation, originality, aesthetic, semiotic theories, psychology and art. Teaching in a degree level as my prior working experience as a Graphic Designer in the area and its different professional branches like the development of the graphic and design elements that meet the good criteria for clients' needs and its conceptual objectives in a visual communication, determine the best professional way to select, decide and produce the visual desired effect and the most appropriate method for strategies of visual concepts, academic research, treatment of student skills, boost autonomy and critical thinking, pedagogical strategies for graphic design teaching and learning. Support students to professional insertion and estimate costs of their materials and time to complete their own graphic design projects most of them for real clients in different environments, coordinate all aspects of production of each student for a digital, print, audio-visual or electronic materials, such as digital presentations, animations, interactive designs, prototypes, webpages with design, image and multimedia processing software in computer labs in PC and Macintosh platforms. Teamwork in a multidisciplinary environment. Thesis advisory, supervise graphic design students in each graphic art represented and pointed to his or her main target entrusted in my tutoring, solve problems in our society, promote culture and respect, involve a useful and technology society with ethic and responsibility.

• ***Landucci Editores S.A. apr2004/aug2004***
Graphic Designer, Editorial and Photography.

Graphic Design, Photography and Editorial formation of prestigious art and cultural books of Mexico, such as:
- AZTECAS "The Aztec Empire" for the Guggenheim Museum in New York USA.
- NORTEN Architects 2004

- BELLAS ARTES 2004.

Collaborating in the editorial coordination, design and photography editorial formation. Analyse each photography for the great collection in this cultural catalogue. Create photo-graphics and designs with their sketches, layouts and photo-graphic proposals, managing traditional tools with design and printed image processing software in Macintosh computer platform. Digital prepare, clean, edit, check color, format, image and more about original photos to keep them in an excellent quality image presentation for its international production for the Guggenheim Museum. Find the best professional way to select, decide and produce the visual desired effect and the most appropriate method for strategies of visual concept and needs of these clients and Sponsors. Coordinate all aspects of production and review about original photographs send them to China, check emails or make phone calls to China too where they were printing this collection of art books. Give the news or indications from China or my supervisor to the manager of this project. Coordinate aspects of production as photography, designs, illustrations and art draws. Review the Copy of a specific Spanish text and give it to the translators on line and/or in person. Take professional photography with the team manager inside the big museums of the art pieces, real codices, sculptures, Aztec gold jewelry designs, etc. To have and include prestigious image digital material for this international catalogue. Supported by great institutions and Mexican companies and governmental directions such as: Aeromexico airlines, Televisa (television media company), INAH/ National Institute of Anthropology and History, CONACULTA National Council for Culture and the Arts, Tourism Secretariat, BM Bank of Mexico, MNAH National Museum of Anthropology and History.

• ***Palacio Municipal Gubernamental de Nezahualcóyotl*** Jul-2001 / Sep-2002
Graphic Designer, Photography and Public Relation.

Graphic Designer in the Integral Communication Governmental Department of the Town Hall Secretariat's office. Find the best professional way to select, decide and produce the visual desired effect and the most appropriate method for strategies of visual concepts for this kind of governmental visual and communication design.

- Design and production of the government campaign regarding water purification.
- Local Logos for the identity of the 2002-2003 presidential year period.
- Editorial design of the 2nd government report.
- Create many sketches, layouts and graphic proposals, managing traditional tools with design, image and multimedia processing software in PC computer platform.
- Integral Marketing for the informational communication of the municipal government.
- Teamwork in a multidisciplinary environment.
- Design of 2 or 3 page leaflets, regarding government actions for the citizens of the State.
- Design the posters for the campaign against drugs.
- Design the posters for the diffusion in favor of high school education.
- Take photographs and create illustrations or use some banks existing of them, typography guides, art concepts, print materials and visual communication. Coordinate all aspects of production and review printed material, make corrections, contact outsourcing and finishing suppliers.
- Photography regarding the inaugurations of paving o streets and medians, etc.
- Editorial design of the internal municipal newspaper.
- Design regarding the municipal image of Nezahualcóyotl, bridges, walls, police cars, etc
- Estimate costs of all materials and time to complete the graphic design visual projects.
- Design of billboards and advertising for the support and protection of the people.
- Graphic reporter among others.

• ***Dizeña Imagen Free Lance*** jan2002/feb2004
Graphic Designer, Photography, Illustration, Administration and Public Relations

- Create many sketches, layouts and graphic proposals, managing traditional tools with design, image and multimedia processing software in PC and Macintosh computer platforms.
 - Graphic design for VW Chalco Motors S.A. de C.V. (dealership)
 - Pharmaceutical products, presentations, editorials, packaging, image.
 - Corporate Identity Manual for the firm "ABC Arquitectos"
 - Corporate Identity Manual for the Legal firm "DENV" Lawyers
- Also estimate costs of all materials and time to complete the graphic design visual projects each time for each company. Turísticos S.A. de C.V., World Spinning Gym S.A. de C.V., UNAM/Petroleum Engineering.
- Design the image of the graphic identity and packaging for Tempoplast S.A. de C.V.
- Graphic design for prestigious Flower Shops, El Balcón Motel, Restaurants, Coffee Shops, Gar-mex S.A. de C.V., etc.
- Take photographs and create illustrations, use typography guides, art concepts, print materials and visual communication. Coordinate all aspects of production and review printed material, make corrections, contact outsourcing and finishing suppliers, contact providers, printings, paper and other stationaries.

-Teamwork in a multidisciplinary environment.
-Photography for the re-design of commercial packaging.
-Marketing, advertising, culture, design, editorial, art, illustrations, photography, prints, atmosphere, among others.
Always try to find the best professional way to select, decide and produce the visual desired effect and the most appropriate method for strategies of visual concepts.

• **Pentagrafic S.A de C.V.**. feb-1999/ nov-2000
Graphic Designer and Photography.

-Baby's cloth catalogues for YEDID S.A. de C.V. with Walt Disney licenced designs and illustrations
-Exportation catalogues for babies' clothes of CHAMOMIX S.A. de C.V.
- Create many sketches, layouts and graphic proposals, managing traditional tools with design, image and multimedia processing software in PC and Macintosh computer platforms.
-Stage design for commercial products.
-Corporate identity for Bravo's Steak restaurant
Teamwork in a multidisciplinary environment.
-Diptychs and triptychs for Scovill Locks Company in English, French and Spanish
-Graphic identity for kid's farm "Granja didactica Don Pepe"
-Teamwork in a multidisciplinary environment.
-Stationary's catalogue for a Japanese company "KIDKO"
-Design, editorial, art, illustration, photography, printing among others. Always try to find the best professional way to select, decide and produce the visual desired effect and the most appropriate method for strategies of visual concepts and needs of these clients. Coordinate all aspects of production.

Open work in Canada and USA

- 08/15/92 – 01/05/93 Light Factory - Customer Service – Los Angeles Calif, USA
- 01/02/93 – 15/12/93 Hospitality – Sears – Los Angeles Calif, USA
- 12/05/09 - 18/11/09 Cooker - Red Burrito - Vancouver, BC, Canada
- 15/05/09 - 15/11/09 General Helper - Dollar Grossers - Vancouver, BC, Canada
- 30/08/11 - 25/11/11 Hospitality - Red Burrito - Vancouver, BC, Canada
- 05/02/12 - 02/05/12 Customer Service - Bosa Foods - Vancouver, BC, Canada
- 09/05/15 - 22/11/15 Hospitality – Sal y Limon - Vancouver, BC, Canada.
- 06/05/16 - 14/07/16 Hospitality – Sal y Limon - Vancouver, BC, Canada.
- 01/10/16 - 23/10/16 Hospitality – Sal y Limon - Vancouver, BC, Canada.
- 09/12/17 - 31/12/17 Hospitality – Mexican restaurant – Vancouver, BC, Canada

Additional information

- Status marital: Single
- SMN / National Military Service of Mexico: B-8663756
- Mexican Passport: ok
- Canadian eTA: ok
- USA Visa: ok
- Languages: English 85% in advance, French 80% in advanced, Spanish native language
All these languages with a good skill communication in grammar, listening, writing and reading levels.

Technology Software:

Knowledge in MACINTOSH MAC OS X, computer system and PC WIN
Adobe suite CCS / Creative Cloud Software of Design: Photoshop, Illustrator, In Design, Adobe Acrobat, Power point, Excel, Word, Windows, Outlook, Pre-Press, internet, Artistic Illustration. Fine arts technics: pencil, prismacolor, oil chalks, ink, wax, crayons, marks, pen, airbrush, visual arts, among others.

Yours faithfully,
Jose Luis Garcia Rodríguez.