



Virmaris Cruz

19503 22ND Ave SE Apt A
Bothell, WA 98012
virmaris@virmariscruzdesign.com
virmariscruzdesign.com
(510) 205-6871

Key Qualifications

- Print, Web Design
- Illustration, Storyboarding
- MailChimp
- Presentations
- HTML, CSS
- Mac
- Motion Graphics
- Wordpress
- PC/Windows
- Prototyping, UI
- Adobe CS-CC 2017
- Project Management
- Typography, Color
- Microsoft Office
- Bilingual English/Spanish

Experience

Independent Graphic Designer, Azure Biosystems, Inc.

2016–present | Dublin, CA

- Accountable for creating and maintaining the company's visual image and brand visibility across print and online marketing collateral and identity systems, including: brochures, posters, image compositing, illustrations, infographics, advertisements, GUIs, animated images, landing pages and HTML emails.
- Work directly with the Director of Marketing in conceptualizing distinct visual elements for each of the company's product lines.
- Collaborate with graphic designers, photographers, videographers, web developers, and technical writers to produce consistent, cohesive and high-quality design work.

Independent Graphic Designer, MabPlex USA, Inc.

2015–present | Fremont, CA

- Sole designer accountable for creating and maintaining the USA branch visual image and brand visibility across print and online marketing collateral, and identity systems, including: sell sheets, advertisements, trade show graphics, image compositing, PPT presentations and HTML emails.
- Work directly with the Director of Marketing and Alliances to conceptualize distinct visual elements for CRO, CMO and ADC manufacturing.
- Collaborate with Wordpress development team providing graphic assets optimized for the web.

Graphic Designer + UI, Virmaris Cruz Design

2005–present | Bothell, WA

For Eric Thorton Enterprises

- Redesigned brand identity system that spans across multiple online outlets, from personal webpage to social media.
- Developed Wordpress website.
- Designed promotional video.
- Created template for e-newsletters.

References available
upon request.



Virmaris Cruz

19503 22ND Ave SE Apt A
Bothell, WA 98012
virmaris@virmariscruzdesign.com
virmariscruzdesign.com
(510) 205-6871

For Panaderías Del Milenio

- Developed corporate identity system including: logo, style guide and stationary.
- Collaborated with various sign makers to create outdoor signs, and large format menu boards.
- Launched online campaigns through social media outlets.
- Designed point-of-sale rewards system.
- Illustrated promotional character to promote new menu items.

For Aplegen

- Designed company's website, including prototyping, graphic elements, page layout and navigation.

Front-end Web Developer (Independent Contractor), Advansta, Inc.

November 2009–July 2011 | Menlo Park, CA

- Redesigned the company's website, including prototyping, graphic elements, page layout, information architecture and navigation.
- Designed wireframes to be used for online marketing campaigns, such as email blast.

Art Director/Graphic Designer, Magnicode, Inc.

November 2009–July 2011 | Sunnyvale, CA

- Designed front-end graphics and wireframes for mobile apps.
- Accountable for the oversight of freelance graphic designers and programmers.
- Created characters for educational games.
- Accountable for maintaining branding across print and online marketing collateral.

Art Director/Graphic Designer, Alpha Innotech, Inc.

January 2006–November 2009 | San Leandro, CA

- Sole designer accountable for creating and maintaining the company's visual image and brand visibility across print and online marketing collateral, and identity systems.
- Worked with Marketing Manager conceptualizing distinct visual elements for each product line.
- Accountable for the oversight of freelance graphic designers.
- Maintained company's website.

Education

Bachelor of Science, Graphic Design, Art Institute of Pittsburgh—Online Division, Pittsburgh, PA 2015

Associate of Science, Graphic Design, Art Institute of California—San Francisco, San Francisco, CA 2005

References available
upon request.