



FREDO ALVAREZ

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PROFILE

- ▶ Graphic designer specializing in publication, branding, and package design.
- ▶ Skilled in Adobe Creative Cloud applications (InDesign, Illustrator, Lightroom, Photoshop), productivity suites (Microsoft Office, G Suite, iWork), and developing web sites using HTML 5, CSS 3, and p5.js.
- ▶ Over five years professional, volunteer, and independent experience with print and web design.
- ▶ Able to work within prescribed branding parameters.
- ▶ Additional relevant skills include photography, illustration, printmaking, and video editing.

EMPLOYMENT

Ricci Institute for Chinese-Western Cultural History, University of San Francisco • San Francisco, Calif.

Graphic Design Assistant • Aug. 2017—June 2018

- ▶ Created branding identity system for exhibit which ran three months.
- ▶ Designed various print assets for exhibit including promotional materials, signage and museum panels.

San Francisco Bicycle Coalition • San Francisco, Calif.

Graphic Design Intern • Dec. 2017—May 2018

- ▶ Designed flyers, posters, handbills, and social media graphics to promote two major events.
- ▶ Laid out Spring 2018 issue of quarterly membership magazine, distributed to over 13,000 people who bike.

Friends of the Urban Forest • San Francisco, Calif.

Graphic Design Intern • Sept. 2017—Dec. 2017

- ▶ Designed infographic template that may be customized for individual San Francisco neighborhoods.
- ▶ Assembled a short how-to video on tree planting basics for distribution on social media.

Apple Retail • Bethesda, Md.

Back of House Specialist • Nov. 2011—Oct. 2014

- ▶ Led and trained market-wide Visual Merchandising teams to set up in-store displays.
- ▶ Earlier title: Mac Specialist, Nov. 2006—Nov. 2011

DCist • Washington, D.C.

Contributor • Sept. 2007—July 2009

- ▶ Wrote articles about LGBTQ issues and events for website.
- ▶ Designed spot graphics and shot photos to accompany various pieces on the site.

Human Rights Campaign • Washington, D.C.

Web Producer/Designer, Dec. 2004—Dec. 2009

- ▶ Consulted with external vendor on 2006 website redesign.
- ▶ Created spot graphics, animations and edited photos for use on website.
- ▶ Designed community websites, staff intranet, and extranet for board of directors.
- ▶ Earlier titles: Front Desk Assistant and Operations Assistant, May 2001—Dec. 2004.

EDUCATION

University of San Francisco • San Francisco, Calif. • Aug. 2016—May 2018 • B.A., Design, *Cum Laude*

Montgomery College • Rockville, Md. • Jan. 2015—Aug. 2016 • A.A.S., Graphic Design

Fordham University • Bronx, N.Y. • Aug. 1996—Dec. 1997 • Communications B.A. program

VOLUNTEERISM

AIGA DC • Washington, D.C. • Event Volunteer • June 2016

AIDS/LifeCycle • San Francisco/Los Angeles, Calif. • Volunteer • June 2015—Oct. 2016

Washington Scandals Rugby Football Club • Washington, D.C. • Board Member • Jan.—Dec. 2014