

ARNEL ALARCON

3334 Buckingham Avenue
Eugene, OR 97401
(541)343-0510
arnel26@comcast.net

JOB OBJECTIVE

To secure a graphic design position that utilizes my expertise in providing a professional and effective design solution for every project with commitment to quality and excellence.

WORK HISTORY

2012–present: Media Design Coordinator (Part-time)–Willamette Family, Inc.

Completely redesigning and rebranding of all major public awareness materials and collaterals to effectively represent, translate and communicate the company's objectives using a consistent visual identity system.

These overhaul efforts include:

- ❑ Holiday Appeal Package
- ❑ Annual Report
- ❑ Brochures
- ❑ Newsletters
- ❑ Flyers
- ❑ Powerpoint Presentations
- ❑ Stationery
- ❑ Enhance existing website user interface and design
- ❑ Photography

2009–present: InsightPlus, LLC (Owner and Lead Design Artist)

Planning and development of public information programs and product design; producing websites and print materials that are informational and effectively establish the branding and public awareness programs for multiple projects, businesses and agencies, including:

- ❑ Willamette Family, Inc.
- ❑ University of Oregon SAPP Program
- ❑ M2 Marketing to establish new branding for Essex Bank of New Jersey
- ❑ AADACO
- ❑ Catholic Community Services of Lane County
- ❑ The Healing Space
- ❑ CatBib

2005–2009: Planned, designed and implemented organizational public informational programs that promoted consumer awareness and utilization of identified services/resources.

SKILLS AND EXPERIENCE

- ❑ Website design and management
- ❑ Print production materials, identity branding, and logo development
- ❑ Development of communication strategies for individual agencies, businesses, and projects that include:
 - Keynote presentations and other multi media projects for regional conferences
 - Advertising and public awareness brochures, posters and informational display boards
 - Appeal packages to generate community support of key programs
 - Video for television re-branding initiative of a major bank
- ❑ Team participation in the development of visual, color and typographic communication for target demographics to convey the specified messages
- ❑ Commercial photography
- ❑ Illustration
- ❑ Strong organizational ability and attention to details, accountability, and success in meeting tight timelines

SPECIALTIES:

- Identity branding
- Logo design
- Page layout design
- Typography
- Tradeshow display design
- Web design
- Hand and Computer Illustration
- Photography
- Sculpting
- Drawing/Printmaking/Painting

SOFTWARE TOOL COMPETENCY IN:

- Photoshop CS4
- Illustrator CS4
- InDesign CS4
- Dreamweaver CS4
- Quark Xpress
- Fireworks CS4
- Flash CS4
- MX Macromedia Freehand

SELECTED ACHIEVEMENTS

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| 2008 | Oregon Finalist, Fine Art Finals West/Southwest Region Collegiate Competition |
| 2007 | Honorable Mention, Waldo Cumming Award, Oregon State University |
| 2006 | Received recognition on National Dean's List Honoring America's Outstanding Students |
| 2001–2003 | Won two scholarships from the LCC Art and Applied Design Program |
| 2001–2003 | Won two scholarships from the International Student Foundation for Academic Achievements |
| 1999 | Won first prize for Art Competition for a program cover design for Holland America Lines that continues to be used by entire fleet |
| 1997–1998 | Published illustrations for various comics and magazines in Manila, Philippines |

EDUCATION

B.F.A. Graphic Design, *cum laude*
Earned Graphic Design Certificate
AAOT Degree, *with Honors*

Oregon State University, Corvallis, OR
Lane Community College, Eugene, OR
Lane Community College, Eugene, OR

Portfolio Available upon request
www.arnelalarcon.com