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welcome to the portfolio of
 sr. graphic designer / brand architect

JULIAN GUTIERREZ

JULIAN V. GUTIERREZ

Senior Graphic Designer / Brand Architect

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[contact by email](#)

Profile & Summary of Qualifications

Driven, analytical, astute and business savvy team-player. Recognized for strategic marketing planning, strong market research, competitive analysis, innovative business solutions and product management. Robust knowledge and experience with e-data warehousing / administration, strategic business development, and project cycle management. Comfortable working closely with R&D, manufacturing, marketing and other business operations. Strong track record with project management and creating detailed and accurate project proposals, statements of work, and project plans.

- P&L Responsibility
- RFP & Contracts Management
- E-Data Warehousing & Administration
- Product Cycle Management
- Brand Asset Management
- Change & Process Engineering
- Staff Development & Recruitment
- Content Management & Publishing
- Quality Control Management
- Vendor Relationship Management
- Software Training / Help Desk
- IT Support / Service Desk
- Network Administration / File Systems
- VOIP User Administration

Technical Proficiency

Software: Dreamweaver, Flash, Fireworks, Photoshop, Illustrator, Acrobat, ImageReady, Bridge, Strata 3D CX, CS Cape Pack, Microsoft Office Suite, SharePoint, FTP clients, Reason 3.0, Sound Forge 7.0, Toast Titanium

Languages: ASP.NET, ASP, (X)HTML, JavaScript, CSS, XML, Actionscript 2.0

Platforms: Windows 2000/XP/Vista, Mac 9-10x

Education

California State Polytechnic University, Pomona - B.A. in Philosophy / Law

California State Polytechnic University, Pomona - Visual Communications

Professional Experience

RUBICON RESOURCES, LLC - Culver City, CA 2005 to 2009

Project Manager / Creative Director

Key concepts: Global Marketing Strategy, Product Development, and Packaging Engineering

- Introduced product cycle processes, database systems and provided team training for new standard operating procedures
- Supervised high profile packaging production for Wal-Mart, Sam's Club, Costco, Kroger, Albertsons, and Bubba Gump Shrimp Co.
- Lead programming team in the design and launch of the new www.rubiconresources.com and increased site traffic by 500%.
- Spearheaded planning and development of award-winning products responsible for an ROI increase of 30%
- Effectively managed domestic and international vendors, and corresponded with 3rd-party and non-government agencies.
- Brought awareness to brand managers of new business opportunities through effective research and project scope analysis.
- Mitigated risks / issues for major brand programs through detailed and accurate project proposals, estimates, and production planning
- Frequently provided IT support and training for hardware, file systems, software, PC & Mac workstations, and networks.

MASS CONNECTIONS, LLC - Cerritos, CA 2004-2005

Graphic Designer / Web Media Support

Key concepts: B2C Marketing, Graphic Design, GUI Design, Print Production / Web Support

- Lead design and production clients General Mills, Unilever and Slim-Fast on the “Get Started Today” campaign
- Software technical expertise enabled rapid-prototyping of in-store event point-of-sale media, trade show booth designs, large format graphics, and event personnel instructions
- Delivered high-volume of design projects (from concept to production) while keeping to strict timelines and budgets
- Reduced production expenses 10% by rapidly resolving mechanical file issues and internalizing print production
- Helped to diversify company portfolio and support business in the following industries: pharmaceutical, automotive, consumer foods, durable goods, pet food, electronics, health, cosmetics, national grocery chains, club stores, and marketing research firms

RAPID RACK INDUSTRIES, INC. - City of Industry, CA 2003-2004

Assistant Marketing Director

Key concepts: B2B / B2C Marketing, Desktop Publishing, and Print Production

- Reduced production expenses 15% while improving merchandising messaging and consumer packaging quality
- Strong reputation for rapid turnaround of point-of-sales media, advertisements, trade show media, and packaging mock ups
- Improved office productivity by supporting formalized database administration and request procedures
- Provided copy writing for consumer packaging, instructions, and product specifications
- Reduced production cost and turnaround time by delivering mechanical artwork to printer vendors and on-site press-checks

DR. WIGNES K. WARREN, INC - West Covina, CA 1999-2003

Desktop Publisher / Web Manager

Key concepts: B2B / B2C Marketing, Desktop Publishing, and Web Content Management

- Improved office productivity by supporting formalized database administration for multiple business ventures
- Designed and maintained multiple informational and e-commerce websites
- Delivered mechanical artwork to print vendors and mitigated production issues with onsite press-checks
- Provided business administrative support including customer correspondence, copy writing, editing, and memo composition
- Provided event planning and market research presentation for office, partner & physician group events

Awards & Recognition

1st Non-European Commendation Award, European Rotogravure Association, Munich, Germany

Sam's Club Source Magazine, “Health Benefits of Member's Mark Shrimp” - photography (p.22-27), Chanthaburi, Thailand

Recognition for Arts by California Senator Ruben S. Ayala, California, United States of America

References

References available upon request. For more information, as well as samples of my work, please visit my portfolio website at www.j2pro.net.