

Alejandro Chaparro  
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HELLO  
my name is

Alex

## Experience

Senior Graphics Designer August 2007-Present UT Austin, Study Abroad Office Austin, TX

Responsible for increasing visibility and developing strategies to raise awareness in the value of studying abroad through print, web and in person communications.

Coordinated all phases of graphic design and production in print and web including: Managing print budget, streamlining workflow of print and web materials, establishing stylistic direction of SAO and determining, maintaining and designing the look and feel of the website.

Increased online presence by 25% by creating new websites, redesigning the Study Abroad Office website, and re-organizing our content to make it simple to navigate and more user-friendly.

Created a student organization to help mentor prospective students, generate interest in studying abroad and establish a community where study abroad alumni can connect and share their stories.

Coordinated redesign of Abroadly Speaking, a student run magazine about studying abroad. Developed style guide which included standards for text, design, layouts, stories and photography.

Designed the Abroadly Speaking website in order to provide UT with access to stories and photos from study abroad alumni, to help prospective students have less reservations and consider studying abroad.

Design Intern September 2006-April 2007 DreamWorks Animation Glendale, CA

Created designs for the Consumer Products division that were included in the Shrek the Third Style Guide and used by licensees worldwide on their product.

Responsible for managing the creative approvals process via direct interaction with corporate office, agents and licensees on properties such as: Flushed Away, Shrek the Third, and Bee Movie. Reviewed and prescribed design guidance on designs for print material, displays, apparel and toys.

## Education

California State Polytechnic University, Pomona, Bachelor of Fine Arts in Graphic Design, 2006  
Lorenzo de Medici International Program, Florence, Italy, 2004-2005

## Technical Skills

Proficient in a Mac/PC environment. Highly skilled in Photoshop, Illustrator, InDesign, Acrobat, Flash, Dreamweaver, HTML, CSS, Quark, Painter, Word, PowerPoint, Entourage, iLife, WordPress and other social media applications. Familiar with After Effects, Premier, Javascript and PHP.

## Practical Skills

Fluent in English and Spanish. Able to work effectively and tactfully with directors and persons on all levels. Able to organize and schedule work effectively. Comfortable working on multiple projects, under tight deadlines with limited resources.