

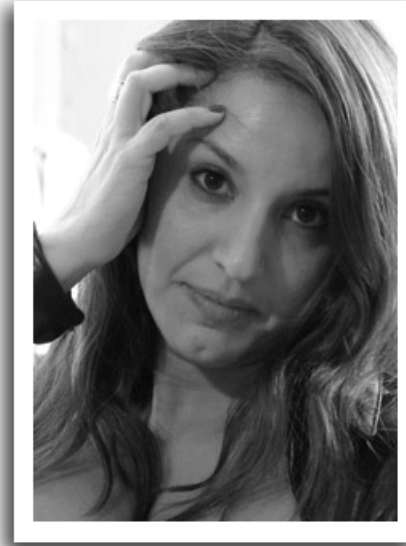
# Marcy Ann Villafaña

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## BRANDING SPECIALIST /VISUAL ARCHITECT SENIOR GRAPHIC ARTIST

*Corporate Branding Consultant and Custom Design Specialist  
Aggressive, Team Oriented, "Concepts from Outside the Box"*

Idea-driven, highly respected professional graphic artist offering innovative design concepts. Including web, television, and hard copy publications using diverse mediums.



### Core competencies include:

- Web Design/ User Interface Design
- Logos / Illustrations / Photos
- Brand Packaging
- Business & Marketing Materials
- Multimedia Content Development
- Training & Presentations
- Multi Tasking
- Problem Solving
- Process & Performance Optimization
- Internet Presence, Search Engine Stature
- Ease of Customer Interface

### TECHNOLOGY EXPERTISE

PC and MAC: Adobe Photoshop CS3, Illustrator, In-Design, Macromedia Dream Weaver, Flash, Macromedia Freehand, Fireworks, FrontPage, ASP, PHP, CSS, JavaScript, HTML, DHTML, XML, Quark X-Press, Power Point, Word, Excel, Adobe Page Maker, and Outlook 2007.

### EXPERIENCE

#### **VILLAFANA ENTERPRISES INC. DBA ModCat Design, Austin, TX**

**1996 – PRESENT**

Secretary of State Corporate Charter #1423751 effective date 12/03/1996  
City of Austin M.B.E & W.B.E. vendor code VS000006470 expires 06/06/2010  
Comptroller of Public Accounts H.U.B. vendor #3011907670800 expires 08/28/2011

#### **OWNER/PRESIDENT**

Develops corporate web sites, designs eye-catching logos, advertising materials, presentation folders, and brochures for start-up and established organizations.

- Conceptualized and managed wide variety of projects including web, print, and apparel.
- Aided in shaping of marketing strategies relating to print and web.
- Retained by multiple companies and businesses locally and nationally, to provide custom web and graphic design services.

#### **FramesDirect.com, Houston, TX**

**Oct. 2007 – June 2008**

#### **CORPORATE BRANDING CONSULTANT/ DESIGNER**

Supervised creative direction of corporate website by establishing a new set of corporate identity guidelines, and creating their new 2008 logo, giving their site a graphic design face lift by using product specific branding for such companies as Prada, Gucci, Oakley, Ray-Ban, Ralph Lauren, and Maui Jim on their site, along with the look, feel, and front end application of their new TRY-ON Technology.

*1st National Bank of Texas, Killeen, TX*

*Jan. 2002 – April 2002*

**GRAPHIC DESIGNER/ CORPORATE IMAGE CONSULTANT**

Supervised creative direction of numerous projects both internally and externally. Fostered a creative working environment and established a new set of corporate identity guidelines. Designed all brochures, corporate publications, billboards, local and corporate print ads.

*Capital Metro, Austin, TX*

*2001*

**CONTRACT through SPHERION / GRAPHIC DESIGNER**

Supervised creative direction of schedule book and route maps internally and externally. Designed and updated annual schedule book.

*MYTECH Corporation Inc., Austin, TX*

*Jan. 1998 – Sept. 2001*

**MARCOM ADVERTISING/ SENIOR GRAPHIC DESIGNER**

Strategic planning of marketing communications programs and managing the tactical execution of product advertising, direct mail, sales collateral, web product content and tradeshow/events. Collaborate with product marketing and corporate marketing to ensure product messages effectively communicate customer benefits and reinforce corporate positioning. Served as in-house graphic designer, creating all brochures, technical publications, direct mail, sales collateral, web site, tradeshow (booth and logistics), corporate presentations, and product packaging.

- Worked with branch managers, department managers, and other staff to design and modify forms for all branches and departments.
- Collaborated in the design and implementation of slide show presentations for investors, board members, major sales initiatives and trade shows.
- Consistently met tight deadlines by prioritizing and organizing tasks to maximize productivity.

*Perino Construction Services, Ventura, CA*

*1993 - 1996*

**CO-OWNER/GRAPHIC DESIGNER**

Oversaw all aspects of producing ads, brochures, stationary, and other creative projects and performed activities including setting type, creating graphs, maps, technical drawings, advertisements, and typographic elements.