

Marcy Ann Villafaña

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WEBSITE DESIGNER / ART DIRECTOR / SENIOR GRAPHIC ARTIST VISUAL ARCHITECT / BRANDING SPECIALIST / SEO EXPERT *Corporate Branding Consultant & Custom Design Specialist*

- 31+ years of Graphic Design & Illustration experience
- 31+ years' experience in Marketing, Advertising and Digital Design
- 21+ years' experience as Creative Lead/Creative Director
- 21+ years' experience in Brand Management
- 21+ years of Web Design experience
- 21+ years of UI/UX experience
- 21+ developing Information Architecture (IA)

TECHNOLOGY EXPERTISE

PC and MAC: Adobe Creative Suite, Photoshop (28+ years), Illustrator, InDesign, Dream Weaver, Flash, Macromedia Freehand, Fireworks, FrontPage, ASP, PHP, CSS, JavaScript, HTML Style Sheets, HTML5, DHTML, XML, Quark X-Press, Power Point, Word, Excel, PowerPoint and Outlook.

EXPERIENCE

MODCAT DESIGN, Austin, TX

2000 - PRESENT

SENIOR WEB - GRAPHIC DESIGNER / ART DIRECTOR

Develop and oversee all website and branding strategies, design eye-catching logos, advertising materials, presentation folders, and brochures, etc. for established corporations as well as start-up organizations.

- Conceptualize and manage a wide variety of projects including print and digital.
- Create and execute concepts, designs, and/or coding and may guide production of complex and integrate visual/technical solutions.
- Collaborate in design objectives, concepts and executions to partners and stakeholders, as well as directly with the client.
- Create design concepts and/or prototypes for use in usability testing such as design documents for devise screen-replacements (i.e., visual concepts power points, faux web pages, mood boards, story boards, etc.)
- Facilitate the development and improvement of design processes, procedures, standards and guidelines. (post production design needs tied to typography, screen-fills/product interaction, color grading evaluation, etc.)
- Analyze and plan on how that brand is perceived in the market.
- Develop a good relationship with the target market.
- Work with lead advertising and marketing companies, designers, artists, copywriters, sales teams and marketers to create a vision for products sold.
- Strong sketching abilities.

MYTECH Corporation Inc., Austin, TX

1997 - 2000

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. In-house website and graphic designer, creating all brochures, technical publications, direct mail, sales collateral, 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.
- Maximized productivity by consistently meeting deadlines by prioritizing and organizing tasks.

PERINO DESIGN SERVICES, Ventura, CA

1993 – 1996

GRAPHIC DESIGNER

- Conceptualized and managed a wide variety of projects producing logos, branding, ads, brochures, stationary, and other creative projects and performed activities including setting type, creating graphs, maps, technical drawings, advertisements, and typographic elements.
- Created and executed concepts, designs
- Ensured compliance with design, brand, and legal /or accessibility standards/requirements, as required.
- Communicated design objectives, concepts and executions directly with the client.
- Create design concepts.
- Facilitates the development or improvement of design processes, procedures, standards and guidelines.

BORGESON PHOTOGRAPHY & GRAPHIC DESIGN STUDIO, Fairfield, IA

1987 - 1992

GRAPHIC DESIGNER & PHOTOGRAPHER

- Conceptualized and managed a wide variety of projects producing logos, branding, ads, brochures, stationary, and other creative projects and performed activities including setting type, creating graphs, maps, technical drawings, photography, advertisements, and typographic elements.
- Created and executed concepts, designs
- Ensured compliance with design, brand, and legal /or accessibility standards/requirements, as required.
- Communicated design objectives, concepts and executions directly with the client.
- Create design concepts.
- Facilitates the development or improvement of design processes, procedures, standards and guidelines.