

# r. paul villaluz

## Work Experience

**California State University, Sacramento—University Advancement • Sacramento, CA**

*Graphic Designer II*

*August 2007 – November 2007*

Designed brochures, postcards, posters, fliers, invitations, newsletters, web graphics, and other collateral aimed at alumni and friends of the university. Liaison with on-campus printer.

**Independent Contractor • Elk Grove, CA**

*March 2007 - Present*

Provided graphic services to Wine Advertiser (magazine layout, media kit), Dragonfly Restaurant (catering menu), Ibarang e-News (web design), Articulate Design (photo editing).

**Osaki Creative Group • Oakland, CA**

*Junior Designer, intern*

*July 2006 – August 2006*

Designed logos for a university alumni association, private foundation, and law firm. Created logos through research, ideation process, and client presentation. Assisted in production: artwork clean up in Adobe Illustrator/Photoshop, and print mounting for presentations.

**San Francisco State University—Office of University Development • San Francisco, CA**

*Information Technology Consultant*

*December 2001 – January 2006*

Helped to maintain and redesign department web site. Produced cover art for department's Policies and Procedures Handbook. Assisted with other graphic art projects: brochures, remit envelopes, performed photographic duties for special projects/office events. Act as liaison to Human Resources Department for personnel procedures. Assisted in oversight and tracking of departmental budget and expenses.

**Knowledge Networks • Menlo Park, CA**

*Scripter*

*September 2000 – November 2001*

Converted word documents provided by research analysts to NQL programming language to create electronic surveys for corporate and government clients. Manipulated images using Adobe Photoshop and other graphic applications included in surveys and verified data capturing with Statistical Package for the Social Sciences.

**Wells Fargo • San Francisco, CA**

*Loss Processing Specialist*

*July 1998 – April 2000*

*Credit Prevention Specialist*

*December 1997 – June 1998*

*Loss Prevention Analyst*

*December 1996 – November 1997*

Conducted analytical research on customer accounts to verify funds and prevent loss. Answered account queries while maintaining professional decorum with difficult customers. Initiated account management by reviewing and analyzing reports of consumer accounts intended for closure. Entered customer fraud affidavits to database and managed customer-oriented letters for status of claims.

## Education

**San Francisco State University**

B.A., Industrial Arts, emphasis in Visual Communication, January 2007. Cum Laude

**City College San Francisco**

A.A., May 2003. Dean's List

**Computer College Silicon Valley**

Internet Ph.D., Internet Honor Society Certificates in Web Development, January - June 2000

## Technical Experience

**SOFTWARE** – Adobe CS2/3 (Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Flash, Fetch), WS FTP, Safari, Firefox, Netscape Communicator, Microsoft Internet Explorer, BBEdit, Microsoft Office

**OPERATING SYSTEMS** – Apple Macintosh, Microsoft Windows

**PROGRAMMING LANGUAGES** – HTML/XHTML, DHTML, CSS

**ADDITIONAL SKILLS** – Photography, Knowledge of social networking sites

## Design + Art

Strong conceptual, organizational, typographic, and presentation skills. Disciplined knowledge and command of design principles as well as communication and problem solving. Prior experience in photography darkroom procedures.

## Exhibitions + Awards

Recipient of San Francisco Gallery of Superb Printing Gold Award for DAI Booklet 2006

Several works selected for the Design and Industry "Synaptic" Annual Show, May 2005 and "Techne," May 2007.

## Affiliations

Epsilon Pi Tau, International Honor Society for Professions in Technology – Beta Beta Chapter

Golden Key International Honour Society – San Francisco State University Chapter

Sacramento Art Directors & Artists Club

## References

Available upon request.