

October 1, 2009

To Search Committee – Rio Salado Community College Web Technician III:

I would like to express my great interest in the Web Technician III position at Rio Salado Community College. Upon viewing the position posting I knew that I would be a perfect fit for this position. I am currently employed as a Graphic Designer at the Maricopa Community Colleges District Office Marketing and Communication department.

As Graphic Designer, I assist the department staff in designing, developing, and producing web, print, and multimedia work for marketing purposes. I create images using design programs such as Adobe Photoshop and Illustrator and correctly optimize these images for output in both web and print environments. I am also responsible for utilizing my skills in coding HTML and Cascading Style Sheets for the purpose of maintaining and updating internal web sites such as the Maricopa Community Colleges Employee Store, as well as designing email newsletters and web page templates used for others to input content of their own. I am able to efficiently use HTML and Cascading Style Sheets to create organized and effective web site designs and concepts that are within branding guidelines and specifications, as well as optimized for compatibility across multiple browsers and up to date with current trends and innovative technologies. My extensive work experience and educational background have provided me with a solid foundation to be proficient in working with these web design coding languages.

I design and develop various multimedia materials using Adobe Flash to create interactive banners for landing pages and advertising spaces on external web sites. My daily functions also consist of communicating effectively through meetings and interacting with internal and external customers. I am an excellent communicator, both orally and in writing. Through presentations and meetings with customers, I have gained valuable skills that are essential in the workplace.

Thank you for reviewing my portfolio and enclosed materials. I have the experience, education, and qualifications to become an integral part of your Marketing team at Rio Salado Community College. I am dedicated to my craft of creating solutions for communication challenges and providing quality service, skills, expertise, and knowledge. You may view some examples of my past work on my online portfolio at www.jongarza.com. I look forward to meeting with your committee personally to further discuss how I may best serve your college and students.

Sincerely,

Jonathan Garza



JON GARZA



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SUMMARY

Ambitious and experienced graphic designer with an extensive and diverse background, possessing proven abilities to design, develop, and produce web, print, and multimedia communication materials.

- Played an integral part in the production of award winning materials for marketing initiatives.
- Provided eye-catching, specifically targeted, innovative marketing campaigns that created awareness amongst thousands of students and faculty.
- Worked effectively with co-workers to produce large collaborative projects under tight deadlines.

PROFESSIONAL EXPERIENCE

Graphic Designer - April 2008 to present

Maricopa Community Colleges District Office - Marketing and Communications department

Design, develop, and produce web, print, and multimedia work for marketing purposes, design and develop marketing related website concepts, create and illustrate images for informational purposes as well for Flash multimedia on landing pages and advertising spaces, maintain and update district internal web sites, create web page templates using HTML and CSS for users to input content, meet and interact with internal and external customers.

Graphic Designer - February 2008 to November 2008

Arizona State University Tempe Campus - New Media Innovations Lab

Illustrated images for Flash interactive video game, created Flash animations, designed and developed concepts for New Media Innovations Lab websites, met and assisted internal customers, coordinated graphic design activities with other lab staff.

Graphic/Web Assistant Coordinator - May 2007 to April 2008

Arizona State University Polytechnic Campus - Student Union

Coordinated graphic design related projects from conceptualization to end product, designed, developed, and produced printed marketing collateral materials for campus events and campus organizations, gained understanding of marketing and branding concepts as well as identity guidelines and specifications, updated various department websites such as the Student Union, campus bookstore, and campus cafeteria.

Graphic Designer - June 2004 to July 2007

Chandler-Gilbert Community College - Student Technology Assistance Resource program (STAR)

Designed, developed, and produced print, web and flash based marketing material, photographed various campus events such as graduation, re-touched photographs using advanced photo manipulation techniques, designed and developed faculty web sites using HTML and Flash animations, gained understanding of CSS methods, coordinated with and assisted faculty and staff in creatively solving communication needs, directed and monitored work of student workers.

Illustrator and Video Assistant - September 2006 to June 2007

Arizona State University Polytechnic Campus - Idea Laboratory

Conceptualized and illustrated storyboards for videos, assisted with video shooting and video editing.

Web Master - December 2005 to April 2006

Adda2ud Promotions

Maintained website for a music marketing and promotions company, worked with owner in managing web marketing initiatives.

Graphic Designer and Sole Proprietor - June 2005 to June 2007

Bandana Clothing Company

Operated a small business that created and marketed designs for clothing, developed specialty advertising, designed and developed company web site.

EDUCATION

Arizona State University Polytechnic Campus - Graduated December 2008 with Bachelors of Science in Graphic Information Technology, emphasis in Printing Technology.

Chandler-Gilbert Community College - Completed 70 credit hours.
Graduated May 2005 with Certificate of Completion in Media Arts: Digital Imaging. Graduated with highest Honors, Student Technology Assistance Resource program (STAR).

Chandler High School - Graduated May 2005 with Honors.

SOFTWARE PROFICIENCY

Fluency in Mac and PC platforms; Complete understanding of Adobe CS4 Photoshop, Illustrator, Advanced level in Dreamweaver, Flash, InDesign, ImageReady, Acrobat, Microsoft Office Suite, iMovie

Website coding languages; Advanced level in HTML, Comfortable working in CSS

RELATED SKILLS

Web: Skilled in design and development of web site concepts using HTML and CSS coding languages, templates, layout, branding guidelines and specifications, architecture, image optimization, browser compatibility, personal websites, static banners, updating and managing existing websites

Print: Ability to create posters, flyers, postcards, brochures, business cards, logos, letterheads, banners, publication covers, layouts, templates, guides, color reproduction, digital and offset printing production

Multimedia: Able to utilize Flash to create presentational applications, interactive applications, animations, animated web graphics, integrating Flash into CSS structures

Illustration: Highly skilled in drawing, painting, digital Wacom tablet

Photography: Experienced in digital and traditional 35mm

Video: Familiar with filming, editing, lighting

AWARDS, ACCOMPLISHMENTS, RECOGNITIONS

- ONE Maricopa Award for illustrations
- Medallion Award for series of 9 posters advertising United Nations Millennium Goals
- Recognized for artwork created for Arizona State University diplomas.

PROFESSIONAL REFERENCES

Carol Diego

Director of Marketing

Maricopa Community Colleges District Office

2411 West 14th Street

Tempe, AZ 85281

480.731.8718

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