EFREN CAVAZOS

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SUMMARY

Award-winning Art Director and full-stack web developer with extensive experience in Graphic Design and lifelong dedication to learning. Effective at combining design, creativity, and problem-solving to develop applications, specializing in Art Direction, Branding, UI/UX Design, Web/Mobile Design, Identity Design, Advertising, User-centered Design, User Research, Sketching/Rendering, Digital Photography.

TECHNICAL SKILLS

Expert:
Adobe Creative Suite, Creative Concepts, Wireframing, and Rapid Prototyping
Languages:
JavaScript / JQuery, HTML5 / CSS3, AJAX, Node.js / Express, RESTful APIs, React, Bootstrap
Database:
MongoDB / Mongoose, MySQL / Sequelize, Git, Firebase, Heroku
Troubleshooting:
Root cause analysis, Project management

PROJECTS

[My Car Garage](#)
- UI/UX Design and development of the application. A mobile application that allows the user to keep their owned vehicle specs and maintenance records in their pocket.
- [Github](#), MongoDB, Express.js, React.js, Node.js, and Javascript

[React Click Game](#)
- UI/UX Design and development of the application, a memory challenge game written in React; the point of the app is not to allow the user to click twice on the same image.
- [Github](#), Express.js, React.js, Node.js, and Javascript

[Eat-tha-Burger](#) /
- UI/UX Design and development of the application to build a burger using handlebars.js! Using the text form, users can add new burgers to devour
- [Github](#), Express.js, Handlebars.js, Dotenv, Node.js

EXPERIENCE

Art Director   2013 – Present
Schlumberger   Houston, TX
Responsible for art direction and executing marketing materials for the Digital Marketing department
- UI/UX Design for landing pages, web-based corporate graphics standards, web team support with digital campaigns, and social media graphics
- Provide art direction, direct photo shoots, deal with outside vendors, keep up-to-date with the latest design trends and update media bank with up–to–date content

- Knowledge of applicable intellectual property, image permissions, copyright and trademark requirements, and work alongside Marketing Communication managers, Branding Strategists, Copywriters for all design projects

Key Accomplishments:
Responsible for the company design look and feel, corporate graphics standards, and web-based corporate guidelines.

Art Director   2008 – 2013
Cosentino   Houston, TX
Provide art direction, management, and administration of company-wide graphic design projects and work independently to complete demanding projects, including the creative development of all Marketing collateral, which includes: UI/UX Design, Website Development, Packaging Design, Retail Displays, and Advertising.

Activities:
- Update media bank with up–to–date content, provide art direction and manage senior designers team
- Collateral design for National campaigns, sales presentations, line reviews, and extensive travel throughout the United States and Europe
- Interact with Senior Management and other internal company departments

Product brands:
- Cosentino®
- Cosentino Centers
- ECO® by Cosentino®
- Silestone® Natural Quartz
- Sensa® Natural Granite

EDUCATION

Bootcamp Certificate: University of Texas, Houston, TX
Associates of Applied Science in Graphic Design: The Art Institute of Houston, Houston, TX