

PROFESSIONAL EXPERIENCE

2020 - Present

Freelance - Senior Graphic Designer

- Freelance graphic design services, helping clients with brand identity from logo design, marketing collateral (business cards, brochures, specialty publications, newsletters, magazines etc).
- E-commerce solutions Shopify and Woo-Commerce.
- Planning and design for social media marketing. E-newsletters, direct mail campaigns, etc.



2012 - 2020

Retail Council of Canada - Senior Graphic Designer

- Manager of all the graphic design needs for a non-profit association with over 45,000 members nationwide. Responsible for translating marketing requirements into compelling designs across multiple print and digital platforms. Made sure they were well thought out, executed and aligned with the strategic objectives of the organization. The role required strong creative skills and ideas generation. Worked closely with the marketing team manager in developing the artistic direction for more than ten tradeshow events every year, product launches and advertising campaigns (virtual and in-person).
- Art directed freelance graphic designers and coordinated printers supporting some of the larger projects.
- Quoting and budgeting experience. Reduced printing cost by 30% the first year.
- Expanded professional skills and brought a new pool of vendors and partners to create innovative and dynamic design pieces.



2009 - Present

ChameleonsCanada.com - Owner

- Started a reptile importing business. Built a solid e-commerce site using WordPress and Woocommerce. Implemented an effective marketing campaign on Facebook, Twitter, and Instagram, promptly gaining attention from international suppliers and buyers, positioning Chameleons Canada as a leader in the industry. The business currently has sales above \$100k a year.



2000 - 2011

Xerox - Senior Graphic Designer / In-house Ad Agency (XBS)

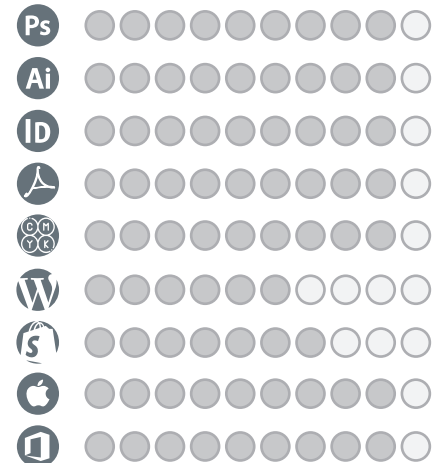
- Joined Xerox Business Services division. XBS provides ad agency outsourcing services to large corporations. Experienced leading and collaborating with a team of designers, proofreaders and translators.
- During eleven years, serviced Xerox's national clientele with design and marketing collaterals, print, and web. Xerox's XBS is the nucleus of creative services for the Company.
- Trained in branding, corporate identity standards and customer service skills.

SUMMARY

- Digital & Conventional Printing
- Web Design
- Social Media
- E-commerce

An entrepreneurial and business savvy Sr. Graphic Designer, bringing a broad spectrum of experience in Graphic Design and industry technology. Inspires out-of-the-box thinking and motivates team members to produce quality products, a creative problem solver who overcomes obstacles utilizing innovative tools and consistently exceeds customer expectations.

PROFESSIONAL SKILLS



▲ ASSIGNED XEROX BUSINESS SERVICES ACCOUNTS

2010 - 2011

● Staples Canada - Sr. Graphic Designer

- Led a project to keep a significant lease contract to supply the new 'print on demand' equipment and print templates for Staples Canada.
- Increased revenue and secured the account with substantial business growth. Met every deadline, increasing customer satisfaction.
- The project involved designing over 100 stationery templates for Staples Copy & Print Centres.

2006 - 2010

● Pfizer - Sr. Graphic Designer

- Directly supported the marketing team and their different brand managers with graphic design and print production services.
- Obtained a grew revenue of 60% for the graphic design services in the first couple of months. Implemented a dynamic customer awareness campaign for the new Graphic Design services on-site.
- Worked closely with Pfizer's marketing team, supplying new products and creative solutions, resulting in an excellent customer relationship.
- Obtained the Pharmaceutical Advertising Advisory Board (PAAB) certification to expand business with Pfizer's marketing team.

2004 - 2006

● Eli Lilly - Sr. Graphic designer

- Conceived and executed Document Advisor program that generated \$30,000 monthly in new revenue.
- Contributed with a premium group of vendors for offset printing, large format, and promotional items. Led projects through an idea, design, production, and delivery stages. Negotiated with suppliers to get profitable pricing with a revenue margin of 30%.
- Grew account by 25% by earning business previously given to external ad agencies.

▲ PROFESSIONAL DEVELOPMENT & EDUCATION

Bachelor of Fine Arts – Emphasis in Graphic Design

The National Autonomous University of Mexico

Lean Six Sigma Yellow Belt

Xerox Canada Ltd

▲ LANGUAGES

Fluent in English and Spanish (spoken, read, written)

AWARDS & RECOGNITION

XEROX

APPLAUSE PROGRAM FOR EXCELLENT PERFORMANCE

WORLD CLASS LEADER AWARD

WORLD CLASS TEAM AWARD

PREMIER EAGLES CLUB DESIGN AWARD, 1ST PLACE

EAGLES CLUB PLATINUM AWARD FOR OUTSTANDING CONTRIBUTION

SOCIAL NETWORK

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PORTFOLIO

www.tapia.ca

