

## PROFESSIONAL EXPERIENCE

### TEMPUR + SEALY

2022 - Present

**Tempur Sealy International - Sr. Graphic Designer & Production Manager**

- Manage a dynamic creative marketing team, overseeing the development and implementation of the Tempur Sealy retail experience for all brands and product lines in Canada.
- Lead the ideation and execution process, collaborating with cross-functional teams to create compelling marketing materials, point-of-purchase displays, collateral, and product platform support.
- Implemented an efficient workflow to enhance team productivity and project tracking.
- Established a rigorous quality control system, resulting in zero missed deadlines and significantly reducing reprints due to errors.



2009 - Present

**ChameleonsCanada.com - Owner**

- Founded and developed a thriving reptile importing business, leveraging WordPress and WooCommerce to build a robust e-commerce site.
- Implemented an effective marketing campaign on Facebook, Twitter, and Instagram, swiftly attracting attention from international suppliers and buyers, positioning Chameleons Canada as an industry leader.
- Currently achieving annual sales exceeding \$100k through strategic business operations.
- Utilized Shopify, WordPress, Facebook, Twitter, and Instagram to attract international suppliers and buyers.



2012 - 2020

**Retail Council of Canada - Senior Graphic Designer**

- Managed the graphic design needs for a prestigious non-profit association with over 45,000 members nationwide, effectively translating marketing requirements into compelling designs across multiple print and digital platforms.
- Played a pivotal role in developing the artistic direction for more than ten events, product launches, and advertising campaigns each year, both virtual and in-person.
- Art directed outsourced graphic designers and printers to ensure the success of various events.
- Demonstrated expertise in quoting and budgeting, reducing printing costs by 30% within the first year.
- Expanded professional skills and fostered relationships with new vendors and partners, resulting in the creation of innovative and dynamic design pieces.



LinkedIn

[www.linkedin.com/in/edgART](http://www.linkedin.com/in/edgART)



Portfolio

[www.tapia.ca](http://www.tapia.ca)



Email

[edgar@tapia.ca](mailto:edgar@tapia.ca)



Mobile

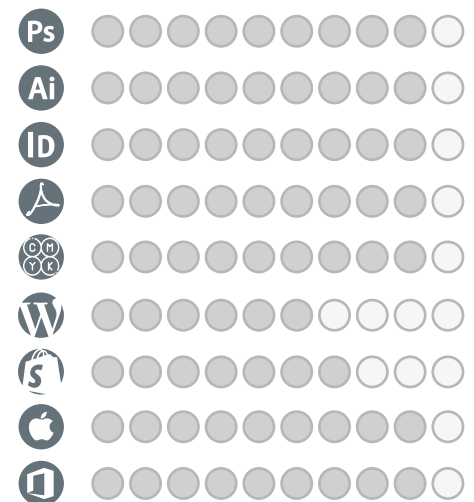
416•476•6457

## SUMMARY

- Digital & Conventional Printing
- Web Design
- Social Media
- E-commerce - Shopify - Wix - WooCommerce - Wordpress

Results-driven Senior Graphic Designer with a proven track record of success. With extensive experience in Graphic Design and industry technology, I will contribute with a comprehensive skill set and a strong entrepreneurial mindset to every project: inspiring out-of-the-box thinking and motivating team members to deliver top-quality products. Creative problem solver, adept at utilizing innovative tools to overcome obstacles and consistently surpass customer expectations.

## PROFESSIONAL SKILLS



## xerox

2000 - 2011

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

- Contributed eleven years of exceptional service to Xerox Business Services (XBS), the premier provider of ad agency outsourcing services to large corporations.
- Catered to a diverse national clientele, delivering high-quality design and marketing collaterals for print and web.
- Excelled in branding and corporate identity standards, showcasing proficiency in customer service and satisfaction.
- Awarded first place in a nationwide contest to design and refresh the Eagles Club Award, a prestigious recognition of outstanding performance.

### ASSIGNED XEROX BUSINESS SERVICES ACCOUNTS

2010 - 2011

**Staples Canada - Sr. Graphic Designer**

- Led a critical project to secure a lucrative lease contract for the supply of new 'print on demand' equipment and print templates for Staples Canada.
- Successfully increased revenue and ensured account retention through substantial business growth and exceptional adherence to deadlines.
- Designed over 100 stationery templates for Staples Copy & Print Centres.

2006 - 2010

**Pfizer - Sr. Graphic Designer**

- Achieved a remarkable 60% revenue growth for graphic design services within the initial months, spearheading a dynamic customer awareness campaign.
- Collaborated closely with Pfizer's marketing team, delivering new products and creative solutions, fostering a strong customer relationship.
- Acquired the Pharmaceutical Advertising Advisory Board (PAAB) certification to expand business opportunities with Pfizer's marketing team.

2004 - 2006

**Eli Lilly - Sr. Graphic designer**

- Developed and executed the Document Advisor program, generating over \$30,000 in new monthly revenue.
- Cultivated a premium group of vendors for offset printing, large format, and promotional items, leading projects from conception to delivery.
- Negotiated profitable pricing with suppliers, achieving a revenue margin of 30%.
- Increased account size by 25% by capturing business that was previously outsourced 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, 1<sup>ST</sup> PLACE

EAGLES CLUB PLATINUM AWARD FOR OUTSTANDING CONTRIBUTION

## SOCIAL NETWORK

 [twitter.com/tapia\\_edgar](https://twitter.com/tapia_edgar)

 [linkedin.com/in/edgART](https://linkedin.com/in/edgART)

## PORTFOLIO

[www.tapia.ca](http://www.tapia.ca)

