



## education

### the art institute of dallas

2007 - 2010

bachelors of fine arts in graphic design

### cedar valley college

2006 - 2007

associates of fine arts in computer graphics

- » student ambassador member
- » g-force club (school recruitment and volunteer club)
- » team captain for school athletic soccer club

## experience

### freelance

2006 - present

appointed by companies to lead in the conceptualization and development process.  
experiences listed in the most recent freelance experience page.

### gap inc. / visual personnel

2007 - present

a brand expert whom focused in-store image and merchandise replenishment.  
also appointed separately to design promotional and local pieces to attract consumers.

### cedar valley college / student recruiter, graphic artist

2006 - 2007

specialized on intensity design to help advertise school benefits, and appointed to visit multiple educated facilities and recruit students to attend cedar valley college.

### fedex ground / package unloader

2005 - 2006

assigned to discharge packages in a timely, quick, and constant manner.

## achievements & awards

- » 2010: best portfolio award/ outstanding graduate
- » 2008 & 2009: honors list
- » 2007: who's who among students

### jeffrey zepeda

graphic artist

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### follow me (under the name jeffzepeda)

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# freelance**series**

most recent experience

## nancy aguilar

january 2011 – current

research towards building a complete web portfolio for an independent interior designer, which has been decided to use html, css, and minor flash.

**application usage:** photoshop, illustrator, indesign, dreamweaver, flash

## hip chix

december 2010 – january 2011

appointed to re-design the complete site using html, xhtml, css, and javascript. a new independent denim company requested my partner and i to rebrand their image to attract a certain demographic.

**application usage:** photoshop, illustrator, dreamweaver

## umc soccer

august 2010 – september 2010

established for an overall re-branding ranging from identity, style manual, and ad campaigns. the whole process started from specifying the target audience and re-inventing the company from umc sports to umc soccer, which by specifying the main consumer i was able to revamp to a certain style.

**application usage:** photoshop, illustrator, indesign, lightroom

## gap inc.

march 2010

requested by the local gap store in dallas, texas to construct a promotional series to attract consumers towards the seasonal event to happen within that month. the series included two posters and a give away poster card with detail information.

**application usage:** photoshop, illustrator, indesign

## lofts of dallas

november 2009 – december 2009

referred to Patty Appleby, who requested several web retouches and a video presentation of a series of lofts that are available with in the dallas area.

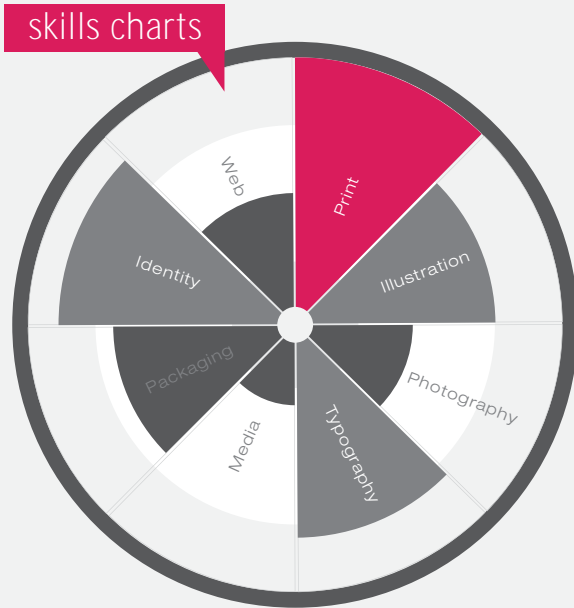
**application usage:** photoshop, dreamweaver, after effects, premiere

# technical proficiency

## & other distinguishes

### media applications (level of experience)

adobe photoshop	• • • • •
adobe illustrator	• • • • •
adobe indesign	• • • • •
adobe dreamweaver	• • • • •
adobe flash	• • • • •
adobe fireworks	• • • • •
adobe audition	• • • • •
adobe lightroom	• • • • •
adobe acrobat	• • • • •
adobe after effects	• • • • •
adobe soundbooth	• • • • •
adobe premiere	• • • • •
fruityloops studio	• • • • •
adobe audition	• • • • •
microsoft office	• • • • •
autodesk 3ds max	• • • • •
autodesk maya	• • • • •



### web languages

- » html/xhtml
- » javascript
- » css
- » action script

### platforms

- » mac os
- » windows
- » ipad/iphone
- » graphics tablet

### personal interest

- » photography
- » film
- » fashion
- » industrial design
- » architecture

### key attributes

- » bilingual (english/spanish)
- » great time management skills
- » well organizational and management skills
- » good public relations and experience dealing with customers under various settings
- » steady, clean hand & drawing skills
- » strong knowledge of color theory, typography, print and illustration.
- » comprehensive understanding of design process, from conceptualization and brainstorming to a meticulous eye for detail in final stages