



Alex Edward Vazquez

Portfolio: <https://alexedward.me>

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Oakland, CA

Objective

Creative and highly detail-oriented graphic designer with 10+ years of professional experience in print, digital, and marketing. Skills in Adobe Creative Suite, marketing ad platforms, illustration, photography, apparel manufacturing, Web/CMS, e-commerce and audio production. Self-taught in all areas of expertise. Seeking a role within an organization that values personal enrichment and will foster continued professional growth and opportunity. Excited to contribute to a collaborative team of like-minded creatives to deliver impactful designs and visual narratives that align with institutional standards and exceed department expectations.

Work History

Marketing Coordinator, Merchandise Manager - The Midway - San Francisco, CA

October 2021-February 2025

Managed all paid advertising channels. Expanded marketing channels from solely Meta Ads to include Google Ads, TikTok Ads, and more. Copywriting for all ads. Created simultaneously occurring marketing plans and budgets for 120+ events per year, \$20k+ monthly budget management, and executed said plans across applicable channels. Collaborated with the creative director on branding strategy and growth projects, and regularly created static and video graphics to use across marketing touch points. Merchandise management consisted of logistics and coordination with performing artist teams, scheduling, managing retail staff and booth setup, retail sales at events, and designing and producing in-house merchandise.

Designer, Illustrator, Apparel Production - Freelance

February 2013-Present

Provided consumer and business clients with services in graphic design, screen printing, embroidery, illustration, photography, e-commerce, web design, and marketing. This includes more nuanced areas like social media graphics, apparel design, email marketing copy and assets, logos, and branding.

Production Manager, Lead Printer - Santa Cruz Custom Screen Printing

July 2017-September 2018

Printed client jobs on automatic and manual screen printing presses. Quality assurance in pre-production and art preparation, handled advanced art preparation methods for higher-detailed print jobs.

Production Manager, Graphic Artist - The Print Gallery - Santa Cruz, CA

April 2016-June 2017

Created, proofed, and prepared customer art for printing. Print on automatic, manual, and digital printing presses. Manage production staff. Also handled additional responsibilities in pre-production, logistics, and customer service.

Skills, Language, Education

Software

Photoshop, Illustrator, Lightroom, InDesign, Dreamweaver, Premiere Pro, After Effects, Blender 3D, Ableton Live, Figma

Skills

5 Years		10 Years	15 Years	
Blender 3D Motion Graphics	Digital Ads (Meta, Google) Copywriting Video Editing Embroidery	E-Commerce/Shopify WordPress HTML, CSS Email Marketing	Graphic Design Photo Editing Audio Production	Photography Illustration Screen Printing

Languages

English - native/fluent || Spanish* - basic/conversational || Japanese* - basic/conversational

*- actively studying to improve proficiency

Education

Associate of Arts, Graphic Design; Certificate of Achievement, Japanese
City College of San Francisco

Expected 2027
San Francisco, CA