

# salvador vidaurre

E X P E R I E N C E D E S I G N E R

Bilingual creative with a passion for identity and visual design. Looking for projects where I can deliver comprehensive services ranging from developing personas, brand strategy, prototyping, all the way to user-centered design

## education

2017  
**B.A. COMMUNICATION  
+ VISUAL ARTS**  
Texas A&M University, tx

2012  
**B.A. BUSINESS**  
Universidad del Pacifico, pe

## leadership

2014 – 2019  
**START**  
Creative Director, Founder,  
President, VP, Designer

2016 – 2017  
**AIGA TAMU**  
VP, Social Media + Web

2014 – 2015  
**BRIDGES**  
President, Graphic Designer

## involvement

2015, 2016, 2017  
**SXSW**  
Film Crew

2017  
**CIRCLES**  
Volunteer Assistant

2015, 2016, 2017  
**CREATEATHON**  
Art Director

2015  
**CINE LAS AMERICAS**  
Venue Volunteer

2014 – 2015  
**AUSTIN PETS ALIVE!**  
Volunteer Graphic Designer

## skills

WF/PROTOTYPING  
**Sketch, Invision Studio,  
Adobe Xd, Zeplin**

GRAPHICS  
**Illustrator, Photoshop,  
Indesign**

MOTION GRAPHICS  
**After Effects, Premiere**

SPEAKS  
**Fluent English + Native  
Spanish**

## job experience

**UX/UI DESIGNER AT TOPSPOT** | houston, tx 2018 – PRESENT

- Conduct competitive analysis for new clients and assist marketing team in defining front-end website architecture
- Interpret analytics and heat maps data in order to strategize enhancement of existing interfaces and modify their user flow, while identifying usability and accessibility areas of improvement
- Create wireframes and prototypes based on personas and conversion paths
- Design custom interfaces based on project scope and client expectations
- Communicate effectively with clients, which includes interpreting their requests and expectations while providing them with timely and professional designs
- Proactively communicate progress and milestone completion to Lead Designer

**GRAPHIC DESIGNER AT COMPASS GROUP** | college station, tx 2017 - 2018

- Design advertising content for print and social media to promote and exceed yearly record of meal plans sold, totaling over 22 million revenue
- Schedule and complete 15 to 20 design projects per week
- Develop brand identity for emerging restaurants including logo, menus, and menu boards

**COMM MANAGER + DESIGNER AT IAC** | college station, tx 2015 – 2017

- Redesign the IAC webpage, and include monthly updates regarding students and clients
- Manage IAC alumni relations and conduct an impact survey of TAMU IAC alumni
- Create database of employment opportunities with previous IAC clients

**GRAPHIC DESIGN INTERN AT VINCETTA** | new york, nyc 2016

- Redesigned the visual identity standards manual
- Bettered social media experience (Facebook, Instagram, and LinkedIn)
- Delivered several graphic design pieces to sell the next three clothing collections

**GRAPHIC DESIGN + PR INTERN AT WEVIVA** | austin, tx 2015

- Designed social media content and developed a monthly posting schedule
- Collaborated in designing a mechanism to develop brand awareness
- Coordinated with planners from social events such as Austin Marathon, SXSW, and ACL
- Proposed strategies to reach partners and donors, fundraising over \$10,000 for the NGO

**GRAPHIC DESIGNER + MKT AT BUENOS AIRES CAFÉ** | austin, tx 2012 – 2013

- Rebranded the entire company including logo, website, food menus, wine menu, etc.
- Managed \$3,000 monthly budget for multiple advertising projects
- Initiated marketing campaigns for Austin Film Festival and SXSW
- Designed an automated system to improve the efficiency of catering events planning

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linkedin/salvidaurre  
instagram/quehaysalva  
vimeo/quehaysalva