

# salvador vidaurre

I'm a bilingual graphic designer with a special passion for visual identity actively looking for projects that boost my happiness: basically anything that involves using and nourishing my creative mind.

G R A P H I C D E S I G N E R

## education

2017  
**B.A. COMM + ART**  
Texas A&M University, tx

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

## leadership

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

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

2014 – 2017  
**START**  
President, VP, Creative

## job experience

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

- 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

**GRAPHIC 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 DESIGNER + 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 dollars for the NGO

**GRAPHIC DESIGNER 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

**ONLINE MARKETING INTERN AT TELMEX** | lima, pe 2010

- Facilitated meeting agenda with online advertising providers
- Assisted in designing graphic pieces for merger campaign between Telmex and Claro
- Designed and delivered presentations to sales team, explaining strategies to advertise our products: magazines, yellow pages, and website

# hire me —

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linkedin/salvidaurre  
instagram/quehaysalva  
vimeo/quehaysalva

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