

## Russell Vazquez

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### Senior Graphic Designer

Highly accomplished senior graphic designer with experience in creating compelling visual concepts and innovative design solutions. Proven expertise in leading creative teams, managing multiple projects simultaneously, and delivering exceptional pixel perfect design materials within strict deadlines. Adept at collaborating with stakeholders to understand their brand objectives and translating them into impactful, visually appealing designs that resonate with the target audience. Proficient in utilizing the latest design software while staying updated with industry trends to ensure cutting-edge design solutions.

### Areas of Expertise

**Print Media:** Collateral template design and production | Manuals | Datasheets | eBooks | Case studies | White papers | Brochures | Corporate stationary

**Web Design and Marketing:** Corporate website design | Landing pages | All visual web assets

**Digital Marketing:** HTML based Customer facing emails | Social media banners | Organic lead-based banners

**Presentation Design:** PowerPoint presentation template design and production

**Miscellaneous Design:** Trade show booth design | Corporate office signage | Icons | Corporate swag and giveaways | Corporate style guide development | Official portrait and events photographer | Managed and coordinated off-site creative team

### Technical Skills

Adobe Creative Suite | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe XD | Adobe Dreamweaver | Adobe FrameMaker | Adobe Acrobat Pro DC | Microsoft PowerPoint | Marketo | Asana | Google Slides | Apple Keynote

### Experience

**A10 Networks, San Jose, CA**

**August 2018 – November 2023**

#### Senior Graphic Designer

Small team of two designers supporting all of A10 Networks' creative needs, worldwide.

- Executed a wide range of design projects from rough concepts to pixel perfect designs, including branding, print collateral, digital media, tradeshow booths, PowerPoint presentations and web design.
- Conceptualized and implemented design strategies that aligned with the company's brand identity and marketing objectives.
- Collaborated with cross-functional teams to understand project requirements and deliver design solutions that exceeded client expectations.
- Managed multiple projects simultaneously while consistently meeting tight deadlines and maintaining a high standard of quality.
- Developed and maintained relationships with the sales group, addressing their design needs and providing creative solutions.
- Collaborated with marketing team leads to create visually compelling materials for global promotional campaigns.
- Served as the official corporate portrait and events photographer.

**8x8, Inc.**, San Jose, CA

**April 2005 – May 2018**

**Senior Graphic Designer**

As a lead designer in a three-person creative team, I supported 8x8's growth from a medium sized U.S. based VoIP company into a global leader in unified communications and collaboration services with over 2,000 employees.

- Managed and coordinated graphic design projects from concept through execution.
- Projects included, launch of four new corporate websites.
- Re-branding of cornerstone product/services, re-design of all marketing collateral.
- Translated raw subject matter into content for all print media and on-line collateral.
- Body of work includes:
  - C level keynote PowerPoint presentations
  - Email marketing
  - Internal and external print and online marketing collateral
  - Trade show booths
  - Billboards and other outdoor signage
  - Logos, icons and visual elements for all corporate products and websites
- Served as the official corporate portrait and events photographer.

**Additional Relevant Experience**

**Lasselle-Ramsay**, Sunnyvale, CA, **Graphic Designer**

**March 2002 – April 2005**