

ESMERALDA OLVERA

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EDUCATION

The University of Texas-Pan American, Edinburg, TX
Bachelor of Fine Arts – Art specializing in Graphic Design
Graduation date: July 15, 2009

Organizations

Golden Key, UTPA Chapter Member 2006-2009

Awards

Graduation Honors - Magna Cum Laude 2009
Dean's List - First Honors Spring 2005 - Fall 2007, Spring 2009
Dean's List - Second Honors Spring 2008 - Fall 2008

Excellence Scholarships

Davidson Endowed Scholarship 2008 – 2009
Anderson Endowed Scholarship 2007 – 2008

EXPERIENCE

UTPA Student Publications – Panorama Magazine Edinburg, TX

Design Editor 2008-2009

Assistant Design Editor 2007-2008

Designer 2006-2007

- Created innovative marketing designs for promoting each magazine issue, to be posted throughout the university.
- Worked closely in a team oriented environment to develop a yearly theme & aesthetic and build each unique issue from the ground up.
- Set up design standards for both aesthetic and technical aspects. Discussed styles and presented examples of the aesthetic that correlated with the year's theme. Created and provided a style sheet for designers to follow that indicated measurements that needed to be followed in order to improve workflow.
- Designed page layouts & took photographs to integrate with designs. Prepared the publication for 4 color process print according to printer's specifications, and sent files by ftp to the printer.

Freelance

Photography

- Photography for TagleStar Web Studios' clients 2012
- Photographer for HESTEC at UTPA 2011
- UTPA Continuing Education Teaching Assistant for "Photo Safari" 2011
- Event Photographer for Feldmans & Statewide Beverages 2009

Design

- Web Site Consultation for Proforma 2012
- Brochure Design for Feldmans 2009

Life in Edit Photography

Self Employed Photographer

June 2012 – Present

- Designed & developed brand identity & logo.
- Schedule meetings with clients to discuss photo shoot ideas.
- Planned and executed photo shoots for Architectural, Landscape, Portrait, Product, Events, & Stock.

WORK HISTORY

One Voice², McAllen, Texas

August 2013 - Present

Graphic Designer/Photographer/Webmaster

- Designed the company's logo and various branding materials e.g., media kits, business cards, PDFs for print & web use.
- Develops the overall aesthetic & designs all layouts in collaboration with clients and content writer.
- Takes photos needed for any marketing/ad materials.
- Acts as webmaster for the company's website. Modifies the design and creates content using WordPress, HTML and CSS. Optimized site to increase search engine traffic using various Search Engine Optimization (SEO) tactics.
- Performs similar tasks as above when creating websites for clients.

Lady Couture Magazine, McAllen, Texas

December 2012 - August 2013

Graphic Designer/Webmaster

- Designed the magazine's logo and various branding materials e.g., media kits, business cards, PDFs for print & web use.
- Develops the overall aesthetic & designs all layouts in collaboration with a photographer for a fashion centric publication. Also, assists with photo shoots to provide art direction, proper lighting, and posing.
- Set up a style guide, and maintains contact with the printer to ensure the publication is print ready with the correct dimensions, color space, etc.
- Designs and codes a monthly email newsletter using HTML and CSS.
- Designs Ads for clients buying ads in the magazine, on the website, and in the monthly email newsletter.
- Acts as webmaster for the magazine's website. Planned a site map. Modifies the design and creates content using WordPress, HTML and CSS. Optimized site to increase search engine traffic using various Search Engine Optimization (SEO) tactics.
- Prepares & submits a weekly Google Analytics report for Advertiser's ads and a monthly report on the overall website traffic that includes results of the monthly e-newsletter campaign.

MPC Studios, Harlingen, TX

November 2009– May 2012

Photographer

- Met with clients to plan and execute photo shoots of various types (portraits, landscapes, architectural, events, stock, product). Photographs were then used as part of website and print designs for MPC clients.
- Photo editing, manipulating, and retouching.
- Organized, maintained, and backed up image collections on the company's server & Flickr account.
- Assisted videographer in video production by operating the camera, setting up lighting, operating a sound recorder, and providing voice-overs.

Designer

- Designed various graphics for both print and web. (logos, brochures, flyers, newsletters, e-newsletters, maps, ads, banners)
- Maintained & updated the company's portfolio website.
- Made website updates using Content Management Systems such as Wordpress and Easy Data Control. This consisted of changing images, text, news posts, banner ads, adding listings, etc. Some use of HTML and CSS was required.

Social Media Manager

- Created and developed content for posting to different social media sites such as MPC Studio's Twitter & Facebook pages. Maintained the company's Wordpress blog.
- Primarily used HootSuite & Sendible for post scheduling.

PUBLICATIONS

- Lady Couture Magazine** January 2013 Vol. 1 Issue 2 to Present Issue
- Worked as the sole Designer beginning with the February 2013 issue.
- Digital Photographer Magazine, UK** April 2012 Issue 121
- Featured in an interview on Moon Phase photography in the "Masterclass" feature article. Provided shooting tips & sample images.
- Texas Lawyer** January 9, 2012 Vol 27, No. 41
- Portrait of U.S. District Judge Andrew Hanen published on the cover.
- Texas Architect** September/October 2010 Issue
- Photograph of "La Lomita Chapel" Published on page 49. Credited as MPC Studios
- AppliedArts Magazine** September/October 2009 Issue
- Photograph "Flies on Frosting" published for winning student award in Photography.
- Panorama Magazine** 2006 - 2009
- Various layout designs and photographs published.

EXHIBITS

- Sliced Photography Exhibit** February 2, 2013
The Blue Onion, Weslaco, TX
- Art Auction & Exhibition to Benefit The Rainbow Room** August 16, 2012
Peace & Coffee, Edinburg, TX
Donated a 20x16 framed photograph for auction. \$79 in proceeds went the Rainbow Room of Edinburg.
- Minus 13** 2009
University Gallery
University of Texas - Pan American Edinburg, TX
- The Attic** 2008
Charles and Dorothy Clark Gallery
University of Texas - Pan American Edinburg, TX

SKILLS

Technical:

Expert Knowledge

Adobe Photoshop, Illustrator, and InDesign, Acrobat Pro, and LiveCycle
SLR Cameras, use of lighting equipment, shooting techniques for various types of Photography, Film & Digital image processing

Proficient Knowledge

Mac & Windows Platforms, MS Word, Excel, PowerPoint and similar software; familiar with concepts of social media networking sites & scheduling apps & tools such as HootSuite, Sendible, and Sprout Social.
Troubleshooting equipment.

Working knowledge

WordPress, Content Management Systems, Dreamweaver, Flash, Fireworks, Quark Xpress, Corel Draw, Corel Painter, MS Access

Basic Knowledge

HTML, CSS

Miscellaneous:

Quick to learn and adapt to new software, tools and skills. Proven interpersonal communication skills. Knowledgeable in how to develop, propose and present a product with efficient rhetoric. Proven team leadership, management, and organizational skills.

FOREIGN LANGUAGE

Spanish – read, write, conversational.

PUBLICATION AWARDS

<i>Valley Advertising Federation</i>	2010
Local Editorial Design – Cover and Editorial Designs 8 Gold Addies & Special Judges Award For Creative Teamwork on 08-09 Panorama Magazine	
<i>AppliedArts Magazine</i>	2009
Student Award in the Photography & Illustration Category for “Flies”	
<i>The University and College Design Association (UCDA)</i>	2009
Excellence for Overall Magazine in the professional category for 07-08 Panorama Magazine	
<i>American Scholastic Press Association (ASPA)</i>	2009
1st place national award for overall design for 07-08 Panorama Magazine	
<i>Association of Educators in Journalism and Mass Communication</i>	2009
Student Magazine Competition, 1st Place—Overall Design for 07-08 Panorama Magazine	
<i>Valley Advertising Federation</i>	2009
Local Editorial Design – “Box Heads.” Gold Addy, 07-08 Panorama Magazine	
<i>University and College Design Association</i>	2009
Professional Category – Excellence of Overall Magazine for 07-08 Panorama Magazine	
<i>National University and College Design Association</i>	2009
Professional Category – Excellence in Photography for “Thematic Spreads.”	
<i>Texas Intercollegiate Press association (TIPA)</i>	2008
1st place for overall excellence for 06-07 Panorama Magazine	
<i>Association for Education in Journalism and Mass Communication</i>	2008
1st place for overall design for 06-07 Panorama Magazine	
<i>American scholastic press association (ASPA)</i>	2008
1st place national award for overall design of 06-07 Panorama Magazine	