

ROBERT M. SOLIS

Graphic design and marketing professional with 23 years of industry experience mostly spent at American Cancer Society. There, I was responsible for the development and production of marketing collateral, event site materials, fundraising collateral and patient educational materials. Most recently, I have been working as a programmer in the creation of Chili Publish templates.

Work Experience

TEKsystems

Graphic Design Consultant & Chili Publish programmer for
Rotary International

December 2020 – June 2021 (7 month contract)

- Created and programmed 160 interactive Chili templates in nine languages. Templates included customizable branding lockups, brochures, banner ads, business cards, promotional cards and print ads.
- Performed staff Chili trainings.

American Cancer Society, Inc. National Creative Services Team

Graphic Designer

August 2013 – May 2020 (7 years)

- Responsible for purchasing, storing and maintaining the licenses of digital assets.
- Designed the standard guide for American Cancer Society health education materials. (booklets, brochures and flyers)
- Reworked and resized other artists designs into usable media (posters, flyers, ads, banners, billboards and digital media)
- Updated and created new national marketing materials for American Cancer Society Hope Lodge, Making Strides Against Breast Cancer, Relay For Life and Galas including event support materials.
- Created web-to-publish templates for use in fundraising, education and mission promotion using Chili Publish software.
- Supported Social Media with customized composited and web-ready images.
- Worked as a graphic generalist and all-around problem solver (performed any other design work or tasks required to complete a project)

American Cancer Society, Inc. California Division

Creative Services Specialist

June 1998 – August 2013 (15 years)

- 12 years as regional printed/digital materials designer for Silicon Valley Central Coast region, and the principal designer for a major annual fundraising event: California Baron's Ball
- 3 years as graphic designer and production lead of the California Creative Services Team

- In-house photography and custom artwork for event programs and flyers.
- Primary buyer of printed material services for all California Creative Services projects
- Project management of print materials
- Brand guardian
- Video editing and post-production
- Digital materials management lead on in-house Brand Toolkit for California
- Technical advisor for California Creative Services Team

Skills

- Expertise in graphic design using Adobe Suite of products including, InDesign, Photoshop, Illustrator and Acrobat Pro
- Firm knowledge and experience with Chili Publish software
- Extensive knowledge of print and digital production techniques and standards
- Strong proficiency with Microsoft Office tools: Word, Excel, PowerPoint
- Digital Photography with expertise in image correction and compositing
- Experience with internal and external constituent customer service
- Excellent verbal and written communicator
- Proficient with MAC and PC computers
- Wide knowledge of image vendors and image licensing
- Well acclimated to a deadline driven, multiple project environment
- Accustom to working remotely and using work tracking software like Basecamp
- Strong collaboration skills
- Familiar with basic PDF Handicap Accessibility standards

Education

Masters Institute

Associate of Arts (AA), Desktop Publishing/Presentations

1996 – 1998 (1.5 years)

- Part of the Graphic Design Program, using Photoshop, Quark, and Illustrator
- Basic interactive programming in Macromedia Director/Lingo
- Basic 3D modeling
- Video Production using Adobe Premiere

San Jose State University

1979 – 1983 (4 years)

Completed most all major specific classes for a bachelor of arts in stage performance

- Four years of study with a focus on stage performance and mime

Portfolio

Available for viewing at: <https://www.robert-solis-design.net/>