

Alfred Cervantes

(he/him/his)

Graphic Designer/Program Manager

Skills

Digital Operations Management
Adobe Creative Suite
Typography
Art direction
Photography
Prototyping
Front-end Web Develop
UX/UI
Microsoft 365
Google Workspace
Presentation Design
Content Management Systems
Production Design
Screen-printing
Brand Management

Core Skills

Empathetic leadership style
Detail-oriented
Conceptual thinker
Human-centered approach to design and planning
Collaborative
Effective communicator
Agile and tactical
Solution oriented
Consistent
Adaptable and versatile

Education

Shillington,
Graphic Design Program (2018)
Noble Desktop,
Certificate of Web Design (2015)
General Assembly,
Visual Design Certification / UX Boot-camp (2015)
Parsons School of Design,
Bachelors of Fine Arts, Illustration (2001)

Web & Contact

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Work

FOUNDER / CREATIVE PRINCIPAL / GRAPHIC DESIGNER (2016–CURRENT)

ARCOIRIS LABS, NYC

- Provide resource and design management against tight deadlines with agency partners.
- Manage the production process including design of web, print, and OOH advertising assets.
- Collaborate with agency and vendor partners managing art direction, photo retouching, reviewing printer proofs, and approving mechanicals.
- Ensure delivery of production-ready graphics with quality control and adherence of brand guidelines and production studio best practices.
- Consistently increase impact to develop strategies to grow and enhance business by deepening understanding of audience needs and agency capabilities.

Clients include: Nike, BMW, GYRO, Character, Wunderman Thompson, Saatchi & Saatchi Wellness, City University of New York, NYC Dept of Education, Emblem Health, Magic Bullet, Quince.

PROGRAM MANAGER / DIGITAL DESIGNER (2017–2022)

THE COOPER UNION FOR THE ADVANCEMENT OF SCIENCE AND ART, NYC

- Designed, built, and ensured quality control of a digital operational structure serving 1K+ participants.
- Created, managed, and coordinated the first online portfolio review experience for 100+ participants of students and faculty reviewers. Created all forms and image libraries to facilitate this process.
- Developed and led comprehensive training sessions while managing a team of employees responsible for sustaining the organizational integrity of the program.
- Creatively adapted existing technologies and leveraged IT resources to successfully pivot all program operations, from intake to authentic engagement, to a distance learning platform.
- Increased enrollment results through the development and deployment of multifaceted digital marketing, communication, and networking strategies.
- Sustained existing funder commitments despite sudden COVID-19 closures. Successfully showcased outcomes through the creation of an EOY virtual art exhibition that resulted in funding increases.
- Developed a full array of cohesive and efficient office processes, including but not limited to digitizing applications and student/staff intake. Streamlined all program operations while adhering to its mission.

TEACHING ARTIST / GRAPHIC DESIGNER (2005–CURRENT)

THE ARTSCONNECTION INC., NYC

- Developed year-long art & design curricula with a focus on pre-professional training distinctively working with historically under-served communities. Experiences included both in-person and distance learning.
- Managed teaching assistants and nurtured relationships to build professional rapport among, but not limited to, school administrators, educators, and industry stakeholders.
- Developed workshops and prepared interactive presentations on an array of topics covering logo development to photography and more. Workshops designed for both in-person and distance learning.
- Managed purchasing of art materials, supplies, and equipment while carefully working within budget to successfully accomplish objectives and meet or exceed program goals.

TEACHING ARTIST / ILLUSTRATOR (2001–2011)

EL PUENTE DE WILLIAMSBURG, NYC

- Developed art and illustration curricula for multiple age groups and curated art exhibitions with a focus on community engagement, social justice, and art for social change.
- Designed, led, and collaborated on community murals painted throughout New York City.
- Led bilingual art workshops serving the multi-generational Latin X community.
- Led operational responsibilities of purchasing and managing art supplies and materials.