

Eduardo Gonzalez

1117 H Street, Bakersfield, CA 93304

(661) 348-4468 *h*

(619) 417-2446 *c*

eddie@schleitheim.com

www.schleitheim.com

Professional Competencies



Programs & Software: Photoshop, Illustrator, InDesign, QuarkXPress & 6.5, Adobe Acrobat Pro, Scribus.



Environment: Mac and PC.



Graphic Proficiencies: print > ads, brochures, magazine layouts, posters, flyers, PDFs, forms, miscellaneous marketing collateral, prepress, typography, and color; digital > banner ads, website design and layouts, charts and infographics, and interactive content and forms.



Aptitude: creative, imaginative, keep up with design techniques, bold ideas, concerned with the user experience, focused on details.

Professional, Relevant Experience

2002 - Present: Freelance Graphic Designer. Print and digital design work with individuals, small businesses, corporations; independently or with design and marketing firms.

May 2008 - Present: The Bakersfield Californian. My primary role is to maintain and enhance the website, bakersfield.com. I mock up new pages and layout designs, then produce those designs in HTML and CSS (tableless). Duties include design for email blasts and newsletters, digital ad production, (formerly) production of the cover of the print Classifieds section, and also supporting the interactive team with other needs.

August 2004 - September 2007: Scripps Mercy Hospital Chula Vista. In addition to my duties as the coordinator for the Radiology department, I created and managed *Roentgen Report*, a small-scale inter-department magazine. I was involved in the marketing and promotion of the department and the hospital to area doctors, working closely with the Business Coordinator and marketing team to create brochures, posters, invitations, educational flyers, and other marketing collateral.

Education

Graduated May 2006: Bachelor of Arts in History-Social Sciences, San Diego Christian College.