

A BRAND IS A PERSON'S GUT FEELING ABOUT A PRODUCT, SERVICE, OR ORGANIZATION. *Marty Neumeier*

Branding is not a logo, a website, a package, or a name, though these are important, corporate branding strategy is about bringing the organization in line with its long-term vision, unique market position and unlocking the potentials within. I help bring business strategy to life, integrating brand strategies at every point of public contact and with every type of communication.

I bridge creatives and corporate marketing, I am a brand champion making sure that the best image, the best experience is delivered. I specialized in corporate branding, marketing communications, brand design, print design, web and interactive marketing and art direction.

EXPERIENCE

Armstrong Associates

Santa Rosa, CA Corporate Branding and Digital Media 4/04 - present
Strategy, concept and design of brand solutions, corporate communications, advertisements, sales and marketing materials, packaging, websites. Participate in strategy meetings, art direct photo shoots, provide support to clients, and oversee production with vendors.

Sign A Rama

Millbrae, CA Senior Graphic Designer 5/02 - 4/04
Design large format 2D and 3D architectural graphics, posters, banners, signage, vehicle graphics and billboard. Set-up proofs and permit request packages. Assembly and installation of signage.

Oakland Museum of California

Oakland, CA Web Design Instructor 7/03 - 8/03
Taught basic web design principles, HTML, and basic digital imaging needed for web page productions, to high school students working on the Latino History Project.

Alex Barreto ConceptN'Design

Santa Rosa, CA | San Francisco, CA | Montreal, QC Owner 05/98 - present

SELECTED CLIENT LIST

Beam Global, Dexcom, Quattrocchi Kwok Architects, Exchange Bank, Moss Adams, Guttman & Blaevot Engineers, Avicena Group, All-Coast Forest Products, SupHerb Farms, Hilmar Ingredients, KG Technologies, Voltage Valet, Power Feed-Thru Systems, Relucent Solutions, REACH Air Medical Services, Sonoma Orthopedic Products, University of Northern California, Wine Bottle Renew.

EDUCATION

Academy of Art University

San Francisco, CA Bachelor of Fine Arts, Graphic Design 8/03

Concordia University

Montreal, QC Bachelor of Engineering, Industrial Engineering (Inc.)

SKILLS

Design: Research, problem solving, concept development, traditional hand skills, identity design, print design, web and interactive design, photography.

Technical: HTML, CSS, PHP, JavaScript, MySQL, WordPress.

Computer: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Flash, MS Word, MS Excel, MS PowerPoint.

AWARDS

Academy of Art College President's Honor List 2000, 2002
Projects showcased in Academy of Art Galleries 2001, 2002, 2003

AFFILIATIONS

AIGA (American Institute of Graphics Arts), San Francisco Chapter

LANGUAGES

Spanish, French

references available upon request



Alejandro Barreto
Graphic Design

1083 Jennings Ave.
Suite 305
Santa Rosa
California 95401
415.462.0403
alexbarreto@abcnd.com