



**ALAN CRUZ CASTRUITA
DESIGN AND ADVERTISING**

www.alancruzdesign.com
alancruz14@hotmail.com
(915)202-5638

Skills:

- Bilingual- English & Spanish
- Sketching, drawing, and illustration abilities
- Proficient knowledge of Adobe Photoshop, Illustrator, InDesign, and Dreaweaver as well as Clip Studio Paint illustration program
- HTML and CSS knowledge
- Prominent use of Wacom Drawing Tablet
- Prominent knowledge of advertising terminologies and strategies used in media planning, copywriting, and advertising campaigns development

Education:

The University of Texas at El Paso

- Bachelor's of Arts Degree, Double Major in Graphic Design and Media Advertising
- GPA: 3.29
- Awards and Certifications: College of Liberal Arts Dean's list 2015-2017
- Anticipated Graduation Date: May 2018

Working Experience:

Graphic Designer: Asset Management and Development, The University of Texas at El Paso.

- Logo creation
- Design of email images and banners
- Special gifts design (Magnets, stickers, and certificates)
- Design of mail content