



**SALVADORVEGA**  
 salvadorvega.com  
 salvadorvegajr@gmail.com  
 973.220.4298

**SKILLS**

- Creative Suite Expert:  
AI, PSD, INDD
- Design & Production  
Team Management
- Brand Development,  
Packaging & Layout  
Design
- CPG POP, Displays,  
Visual Merchandising
- Illustration, GIF creation  
& Calligraphy
- Photo Retouching  
& Renderings
- Event Planning Coordination  
& On-Site Activation
- Microsoft Office,  
Powerpoint & Keynote
- Client Account  
Management
- 11 years  
Agency Experience
- Vendor Relationships  
& Sourcing
- Sales, Marketing &  
Promotions Experience
- Copywriting Experience
- Collaborative Leader  
with Team Player Attitude
- Bilingual:  
English/Spanish

**PROFESSIONAL EXPERIENCE**

**HAP** MARKETING SERVICES, INC. 2012 - current

**Head of Design**

- 16 years of hands-on Graphic Design experience
- Managing agency accounts design/services requests
- Fostering client relationships; upkeeping agency reputation
- Concepting design solutions from ideation to execution
- Accomplished art direction for CPG Multicultural and Diversity groups' initiatives
- Excellent relationships with internal cross functional teams (ex. brand, legal, compliance, finance)
- Collaborating with adjacent Marketing/Design agencies
- Managing budgets, timelines and brand guidelines
- Seasonal national in-store graphics
- Guiding production workflows and artists
- Leading best production practices; quality assurance
- Creating bold, innovative design
- Exceeding client turnaround times
- Well-rounded CPG product marketing, in-store promotions, merchandising, sourcing and product launch event activations
- Customizing brand engagement experiences
- Copywriting skills with bilingual fluency in Spanish



**townleygirl** 2012

**Marketing Art Director**

- Partnering with Head of Marketing
- Rebrand of company site and sales collateral
- Photo rendering licensed product concepts
- Developing packaging mechanicals for overseas production
- Creative Development of private label cosmetics
- Designing instore displays, PDQs, hang tags & planograms
- Concepting innovative merchandising ideas
- Clients include Disney®, Sanrio®, Universal Studios

**TimeWarner** 2008 - 2012

**Graphic Designer/Traffic Coordinator**

- Support to Design Directors for Global Media Group
- Developing sales pitch marketing materials, program logos, image retouching, illustrations, presentation boards
- Creating client collateral and internal event signage
- Creating archiving system for stock images, fonts and brands assets/guidelines
- Design studio office management/vendor relationships
- Clients include Time Inc., Sports Illustrated, Unilever, DC Comics, L'Oreal, Cadillac, Ford

**EDUCATION**

**FIT** Fashion Institute of Technology  
 State University of New York

**BFA Graphic Design, 2010**  
 New York City

**AAS Communication Design, 2008**  
 New York City

**Ai** The Art Institutes  
**Fashion Design Summer Program, 2005**  
 New York City

**TCNJ** THE COLLEGE OF NEW JERSEY  
**Governor School of the Arts, 2004**  
 Ewing, NJ

**FREELANCE CLIENTS**

**Co-Owner of MSV Design Studio, LLC.**  
 Jersey City, NJ

**ANDY & EVAN**  
 • Trim & Packaging Design  
 • Merchandising Renderings

**FULLCIRCLE**  
 NEW YORK  
 • Event Coordinator  
 • PR Design

**CMG**  
 dance  
 PROJECT  
 • Brand Development  
 • Company Collateral  
 • Apparel Premiums

**TOZUDA**  
 • Brand Development  
 • In-Store Displays  
 • Packaging

**NOTORIOUS WINES**  
 • Promo Items Sourcing  
 • Bar Menus  
 • Event Signage

**RALPH LAUREN**  
 • Seasonal Holiday  
 • Window Concepts  
 • Prop Sourcing

**REFERENCES**

**Laura Saravia, Owner of Bott & Co.**  
 Time Warner Global Media Group  
 (former employer)  
 917.912.7042

**Melissa Gargantiel, Account Manager**  
 American Cancer Society  
 (former coworkers at Townley, Inc.)  
 917.301.5456

**Ed Flanagan**  
 Production Manager  
 HAP Marketing Services, Inc.  
 732.757.8782