

Gabriel Cedillo

Digital Media Professional

Extensive knowledge of digital, video and print specifications assuring projects come in on time and within budget.

User-centric and message-driven approach to design aesthetics, color theory, light and typography ensuring message is not lost.

Brand development for several organizations, improving client/customer perception and in most cases, **increasing conversions**.

Expert-level Adobe Creative Suite, MS Office, and hand-coding front-end development using latest technologies.

PROFESSIONAL EXPERIENCE

Digital Media Manager

Houston Exponential (Houston Technology Center), Mar 2016 - present

Rebranded entire organizational identity with marketing materials and style guide; redeveloped event marketing & design processes; researched and developed new user interface, boosting web traffic and conversions; migrated entire website to WordPress from existing content management system (CMS); redesigned/vectorized over 100 client and sponsor logos; created & maintained different brands for organization; boosted social media presence; led and directed a team of 1-5 staff & interns through numerous video, design & marketing projects to improve user experience.

Graphic and Web Designer

University of Houston, Aug 2012 - Mar 2016

Developed site-wide custom CSS theme for existing content management system; self-motivated in developing all forms of digital and print media within branding specifications; developed and designed several custom logos and graphics; trained team members.

Creative Director

Strong Tower, Jan 2012 - Aug 2012

Researched, identified and realized a new brand identity, custom web site design, video projects, and all related graphics, marketing materials and design projects for the organization.

Graphic and Web Designer

Harris County, Apr 2009 - Jan 2012

Brought organization's promotional materials up to date and established a brand identity for the Capital Improvement Projects' division; Designed various multimedia pieces for meetings and events; successfully balanced work with constituents and stakeholders on several concurrent projects.

Freelance Designer

GabeCedillo.com, Jan 2000 - present

Listened to clients and assessed needs through various digital and print projects to deliver them on time and in budget; created wireframes, sketched, designed and developed dozens of hand-coded websites; utilized each new project to acquire and develop skills for professional use.

info@gabecedillo.com

281-883-7204

linkedin.com/in/gabecedillo

portfolio: gabecedillo.com

EDUCATION

B.S. in Digital Media, cum laude

University of Houston, Houston, TX

Advanced Diploma

Hillsong International Leadership College,
Sydney, NSW, Australia

SKILLS

Branding/Design

Logo Design
Social Media Design
Research
Brand Creation
Brand Management
Graphic Design
Infographics
Marketing
Print

Leadership

Management
Communication
Feedback
Public Speaking
Team Building
Project Management

Web Development

Responsive Web Design
HTML/HTML5
Cascading Style Sheets (CSS)
JavaScript
Enterprise Content Management
Content Management System (CMS)
User Interface Design (UI)
User Experience Design (UX)
SEO
Wireframe

Tools

Adobe Creative Suite
PhotoShop
Illustrator
InDesign
Dreamweaver
Acrobat Pro
Premiere Pro
After Effects
Final Cut Pro
Microsoft Office
PC/Mac
Drawing Tablet