



cesarcervantes
visual and experience designer

cesar.graphicdesign@gmail.com
cesarcervantes.net

Education

May 2015

B.S. Graphic Design
Sacramento State University,
Magna Cum Laude

June 2012

A.S. Graphic Communication
Sacramento City College
President's Highest Honors

June 2008

High School Diploma
C.K. McClatchy High School,
Highest Honors

Knowledge & Skills

Professional understanding & experience using:

Adobe	Responsive Web Design
- Photoshop	
- InDesign	UI and UX design
- Illustrator	
- Dreamweaver	Development:
- After Effects	- CSS
- Premiere Pro	- HTML
- Acrobat	- basic JavaScript
- Experience	- Sass CSS
Design (Xd)	- Bootstrap
	- Wordpress
Microsoft	- Drupal
- Word	- Custom
- Powerpoint	Wordpress
- Excel	Front-end
	Development
Layout & Typography	Fluent in Spanish
Photo Editing and Manipulation	
Photography	
Identity/Logo Development	

Work Experience

February 2017–Present

Graphic Designer, UC Davis Student Affairs Marketing and Communications

Worked with Client Relations Specialists and Content Specialists to:

- Create promotional print and digital materials for UC Davis campaigns and services, which include:
 - Branding of the new Scrubs Cafe, Spokes Grill, and other campus eateries
 - Booklets, posters, and other collateral for a variety of departments throughout the campus

August 2016–Present, on an as-needed basis

Freelance UI/UX Designer, PixelMill Inc.

Worked with UX/UI designers and senior developers to:

- Design the user experience and interface of branded Sharepoint intranets sites for employees and stakeholders to share information and store documents

April 2016–February 2017

Graphic Designer & Front-end Developer, UC Davis Western Institute for Food Safety and Security

Worked with supervisor and subject matter experts to:

- Photograph and film content off site
- Edit and composite video, photos, and sound
- Design a variety of print materials
- Lead the redesign and development of the department site in Wordpress

June 2014–April 2016

Web Designer, Cake Farm

Worked with guidance from art director and development team to:

- Design user interfaces for websites across desktop and mobile devices
- Create high-res mockups of websites
- Create and optimize responsive website graphics
- Build front-end structure of static and CMS websites using Wordpress
- Design a variety of print materials that adhere to an established identity system to promote client services, events, and offers
- Create promotional campaign videos