



José Cruz
Graphic Designer

832.277.2935
email@josecruzdesign.com

josecruzdesign.com

EDUCATION

University of Houston

Bachelor of Fine Arts Degree in
Graphic Design, 2015

Minor in Art History, 2015

Houston Community College,

Stafford/Houston, TX
Courses taken, 2011

EXPERIENCE

University of Houston, Office of the Provost

2018–Present

Senior Graphic Designer

Conceptualize and design marketing materials for Provost led events, initiatives, and programs. Work closely with department directors and marketing teams to create in-brand collateral for print, web, social media, and motion graphics.

Luminess Cosmetics

2017–2018

Senior Graphic Designer

Lead a small team of designers to conceptualize and create marketing materials for print, social media, and web. I was also responsible for projects from initial design to production.

University of Houston, Engineering College

2016–2017

Graphic Designer II

Create and design multiple publications, flyers, posters, digital invitations for a variety of events within the Cullen College of Engineering. Work closely with faculty and staff to confirm design works as needed and abides by the university's brand guidelines.

PROFESSIONAL MEMBERSHIP

AIGA, Professional Association of Design,
Member

GDSA, Graphic Design Student Association,
Historian and Social Media Coordinator

UHGAP, University of Houston Graphic Alumni
Partnership, Member

SKILLS

Design

Identity and branding systems, print, web, animation, environmental design, information graphics, photo editing, app design, packaging, exhibition design, and screen print.

Technology

Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Dreamweaver), Microsoft Office, Google Web Design, Mac OSX and Windows. Experience in HTML, CSS, and Wordpress.

Collaborative and Outreach Projects

Written WOR(L)DS

A collaboration with the UH Creative Writing graduate program presented at 3rd Space Gallery, School of Art, 2014.

Book Machine (Houston)

Sponsored by Blaffer Gallery and Onestar Press (Paris). Presented at Texas Contemporary Art Fair, George R. Brown Convention Center, 2014.

Unfold: Houston

A collaboration with the UH Creative Writing Graduate program, Brazos Bookstore, Houston, 2015.

EXHIBITIONS & AWARDS

SEGD Global Design Awards, 2017

Merit Award

Inter, 2015

University of Houston Senior Graphic Design
Exhibition, Winter Street

AIGA Houston Design Awards, 2015 (finalist)

Design Now: Houston, 2015

The Printing Museum (juried)

University of Houston School of Art Student Exhibition, 2015

Blaffer Gallery (juried)

Luminate, 2014

University of Houston Senior Graphic Design
Exhibition, Summer Street