

Hello@
PedroMoreno
.Design

EDUCATION

Communication Design, B.F.A. TEXAS STATE UNIVERSITY	2018
Communication Design, A.A.S. SAN ANTONIO COLLEGE	2014
Liberal Arts, A.S. PALO ALTO COLLEGE	2012

WORK EXPERIENCE

Perishables Representative Specialist H-E-B	2007–Present
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- Provide superior customer service
- Take orders from customers by telephone or in person
- Answer customer questions regarding products and assists them with selections
- Use suggestive selling techniques to meet customer needs and build department sales
- Assist in technical areas as needed
- Merchandise product effectively
- Properly handle and maintain the operation of all equipment

Intern H-E-B DESIGN AND CONSTRUCTION	Summer 2017
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Intern H-E-B CREATIVE ADVERTISING	Summer 2015
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Designer STRUCTURED ELEMENTS	Jan. 2014–Nov. 2014
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- Prepared work to be accomplished by gathering information and materials.
- Planned concepts by studying information and materials.
- Illustrated concepts by designing rough layout of art and copy regarding arrangement, size, type style and related aesthetic concepts.
- Prepared finished copy and art by operating printing and similar equipment.
- Ensured operation of equipment by completing preventive maintenance requirements.

EXTRACURRICULAR

Art Director NATIONAL STUDENT ADVERTISING COMPETITION	2017–2018
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President AIGA STUDENT GROUP	Spring 2016–Fall 2017
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Volunteer AIGA NATIONAL CONFERENCE	2017
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Volunteer SAN ANTONIO AAF AWARD SHOW	2017
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Volunteer AIGA NATIONAL CONFERENCE	2016
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Volunteer CREATEATHON	2016
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MEMBERSHIPS

AIGA	2015–Present
AAF	2016–Present

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AWARDS

HOW International Design Awards LOGO DESIGN	2019
Graphis New Talent Annual Silver BRANDING	2019
Graphis New Talent Annual Honorable Mention BRANDING	2019
ADDA Semi-finalist COMMERCIAL PRINT	2018
AAF District 10 3rd Place NATIONAL STUDENT ADVERTISING COMPETITION	2018
NSSC Winner PACKAGE DESIGN	2018
NSSC Winner BRANDING CAMPAIGN	2018
NSSC Winner ENVIRONMENTAL	2018
Recipient AAF SAN ANTONIO SCHOLARSHIP	2018
Graphic Design USA Winner PACKAGE DESIGN	2018
ADDY Local Gold PACKAGE DESIGN	2018
Graphis New Talent Annual Merit LOGO DESIGN	2018
AIGA Blue Ridge Flux Winner IDENTITY	2018
ADAA Honorable Mention COMMERCIAL PRINT	2017
ADDY District Bronze LOGO DESIGN	2017
ADDY Local Gold LOGO DESIGN	2017
ADDY Local Silver BOOK DESIGN	2017
ADDY Local Bronze TV SPOT	2017
ADDY Local Silver AD CAMPAIGN	2017
Graphis New Talent Annual Silver LOGO DESIGN	2017
Graphis New Talent Annual Silver PRODUCT ADVERTISING	2017
Graphis New Talent Annual Merit PACKAGE DESIGN	2017

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AWARDS (CONT.)

Graphic Design USA Feature STUDENTS TO WATCH	2017
Recipient TEXAS STATE FINE ARTS SCHOLARSHIP	Fall 2016
ADDY National Silver PACKAGE DESIGN	2016
ADDY District Gold PACKAGE DESIGN	2016
ADDY Local Silver PACKAGE DESIGN	2016
Graphic Design USA Winner PACKAGE DESIGN	2016
Recipient LILLIAN WALTON FOUNDATION SCHOLARSHIP	Fall 2015–Spring 2016
Recipient H-E-B SCHOLARSHIP	2013–2017

EXHIBITIONS

Carrying The Banner: A Reflection of Social Justice through Art	Spring 2016
SAC Comm. Design Juried Art Exhibition	Fall 2014
SAC Fine Art Juried Art Exhibition	Spring 2014
Palo Alto Juried Art Exhibition	Spring 2012

COMPETENCIES

Computer

Adobe Creative Suite, HTML, CSS, Microsoft Word, Excel, and Power Point

Foreign Languages

Advanced Spanish speaking and writing

Photography

Experience in film, digital and image processing