

# MICHEL YEHUDI ECHEVERRIA

GRAPHIC DESIGNER

## SKILLS

Proficient in Adobe Creative Suite  
including InDesign & Photoshop,  
Illustrator and Acrobat

Basic HTML and CSS

Proficient in Microsoft Word  
and Powerpoint

Proficient in Keynote

Bilingual: English and Spanish speaker



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141 N. Ellsworth Avenue, Apt., 204  
San Mateo, CA 94401

## PROFILE

Creative, detail-oriented graphic designer with 10+ years of professional experience, bringing design solutions for his clients.

Knowledgeable and passionate designer skilled at developing user-centered print and digital marketing material from initial concept to finalization and production.

Effective team player with strong time management skills as well as innovative leader with excellent collaborative and interpersonal skills.

## EXPERIENCE

### PALO ALTO DAILY POST NEWSPAPER

GRAPHIC DESIGNER *May 2008 to present*

- Manage and develop of the layout of the newspaper.
- Create, develop and execute ad campaigns from conceptualization to production for different businesses.
- Delegate design tasks to junior designers including mock-ups, layouts for ads, and image editing.

### FREELANCING

GRAPHIC DESIGNER *September 2004 to present*

- Design and produce artwork for independent local high-profile clients including Sandhill PR Partners, Wilbur Properties, Juliana Lee Realty, Orion Partners Real Estate, and Tierra Verde Childcare.
- Develop innovative and effective branding strategies.
- Create collateral print and online material.

### HUMAN SERVICES AGENCY, COUNTY OF SAN MATEO

GRAPHIC DESIGNER *July 2007 to June 2008*

- Design and manage the production of posters, flyers, newsletters, and annual reports.
- Oversee the production of final designs, and communicate all necessary changes and updates until the product is finalized and ready for print.

## EDUCATION

### COLLEGE OF SAN MATEO

Associate Degree in Arts.  
Certificate in Graphics.

### SAN FRANCISCO STATE UNIVERSITY

B.S. in Visual Communication Design

## AWARDS

### MEDIA ART AWARD COMPETITION

Graphic Design Category - Cover Design

