

Anthony Rezendes

www.rezendesdesign.com

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(512) 249-7788

Education

Bachelor of Science in Art | *June 1994*

Northeastern University, Boston, MA
Concentration: Graphic Design
Graduated Cum Laude

Additional Training:

Excellence in Management, The 4 Roles of Leadership, 7 Habits of Highly Effective People, The Art of Art Directing, HTML, JavaScript, Flash, Photoshop, Fireworks, and Dreamweaver.

Experience

Senior Interactive Designer | *October 2004 to Present*

Texas Association of School Boards, Austin, TX

- Conceptualize effective graphical user interfaces for desktop and browser based applications. Assess client needs and establish user-focused specifications implementing HTML, JavaScript, and DHTML.
- Develop character sketches, storyboards, and mood boards for interactive demonstrations and ads. Created and led the production of the BoardBook online demo. Received TASB Innovation Award honoring efforts noted as "TASB's best presentation to date."
- Initiate usability tests and compile findings into detailed design proposals. Develop style guide standards and advise developers in establishing visual design consistency.
- Direct the successful implementation of web interfaces. Received companywide honors for the SMART Medicaid interface design. Overhauled TASB's intranet interface which contributed to users finding information in 21% less time and with fewer clicks from the homepage.
- Manage web tasks through company content management system and collaborate with team in ensuring site maintenance.

Graphic Designer III | *August 2001 to October 2004*

Texas Education Agency, Austin, TX

- Developed a variety of collateral including logos, illustrations, posters, website designs, pamphlets, annual reports, and catalogs using the latest design applications and technologies. Consulted with Agency staff on design goals.
- Established the design for the "Education in Review" print campaign highlighting statistical research data set against playful illustrations. Awarded a Gold Star at TSPRA's annual School Communicators Conference.
- Redesigned TEA's internet and applied accessibility standards to ensure compliance with governmental guidelines. Functioned as content manager for department's intranet presence.
- Initiated Agency procedures for integrating design services with the web production team. Coordinated offset printer, contractor, and supplier services. Reduced costs for the department by researching and implementing alternative printing techniques and fulfillment options.

Art Director | *January 2000 to August 2001*

Portaris, Inc., Austin, TX

- Managed all aspects of the design department from concept to final client approval. Conducted interviews, participated in employee evaluations, and tracked the department's billable hours.
- Collaborated with project managers in creating Gantt charts and outlined project milestones. Ensured established goals were met by closely interacting with project managers, designers, and producers on a daily basis. Prepared weekly departmental status reports, proposals, estimates and detailed usability studies.
- Designed efficient and user-centric graphical interfaces for corporate internet, intranet, and extranet sites within tight deadlines.
- Supervised designers and provided creative direction on all design work to ensure quality. Instructed junior designers in preparing artwork for web production.

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Experience (continued)

Art Director | Portaris, Inc., Austin, TX (continued)

- Produced Flash animations and developed web identities. Completed several successful client projects including *builderhomesite.com*, *hotlinkinc.com*, *physia.com*, *marquisbank.com*, *dynegy.com*, and others. Designed the Austin AdFed website interface and worked with the VP of Design in its production. Directed the design of the Central Texas Direct Marketing Association site and ensured brand consistency.
- Demonstrated ability to conceive and produce projects within narrow time frames. Integral in landing the Builder Homesite account by developing an interactive kiosk and delegating tasks among internal design staff to meet deadline.
- Awarded second place in the 2000 Air Austin Accessibility Rally. Envisioned the overall look of the site and tested the site for screen reader compatibility.

Freelance Designer / Illustrator | *September 1992 to Present*

Rezendes Design, Austin, TX

- Develop successful print and web based solutions for clients under tight budgetary and time restrictions. Specialize in creating websites, 4C illustrations, multi-page catalogs, posters, logos and other collateral.
- Market services to prospective clients through promotional campaigns. Coordinate printing and fulfillment. Procure subcontractor services as needed.
- Founded a line of scenic screen savers and marketed them to local retailers on Nantucket Island, MA. Licensed photography from well known local artist and negotiated contract. Designed and coordinated all packaging, invoicing, order fulfillment, and maintained inventory.
- Recognized locally for T-shirt designs and poster graphics including two first place awards in KGSR's annual T-shirt design competition and a bronze IABC award.

Graphic Designer | *March 1996 to August 1996*

JH&A Advertising, Austin, TX

- Developed and produced collateral material for local high-tech companies including 3M, Ross Technologies, IBM, Clinikor, and Art Carved. Developed the AMD screen saver and other promotional material.

Graphic Designer | *October 1994 to March 1996*

Bells Advertising, Austin, TX

- Designed promotional, recognition, education, and awareness campaigns. Projects included color catalogs, logo development, and product illustrations for national events.