

# JOSE RECENDEZ

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## EDUCATION

### UNIVERSITY OF IOWA

August 2016 - May 2019

Art BA [Graphic Design]

Entrepreneurial Mgmt Certificate

## SKILLS

### PROFICIENT IN ADOBE CC

Illustrator

Photoshop

Indesign

Lightroom

After Effects

Acrobat [Accessibility]

### KNOWLEDGEABLE IN ACTIVE COLLAB

Project Management Workflow System

### SKILLED IN MS OFFICE

Word

Excel

Powerpoint

### BILINGUAL

English [Primary]

Spanish

### PROFICIENT WITH MAC AND PC SYSTEMS

### WORKING KNOWLEDGE IN

Invision [App Prototyping]

UI/UX

Photography

## ACHIEVEMENTS

### ACUI REGION V CONFERENCE

Miscellaneous Category Winner

November 2019

### ON YOUR MARK

Coaches' Choice Winner

April 2019

## WORK EXPERIENCE

### STUDENT LIFE MARKETING + DESIGN

Creative Coordinator | July 2019 - Present

Create design concepts including logo and branding ideations, posters, flyers, multi-page publications, swag, displays, social media and web graphics for the Division of Student Life departments with the Iowa Memorial Union.

Illustrate original vector graphics and supervise complex projects with student designers.

Assist in the creation of graphic and marketing materials for 30+ clients on campus, including Orientation Services and On Iowa!.

Solicit estimates from vendors and manage client project budgets.

Work within a project management workflow system, Active Collab, to delegate work to student graphic designers based on skillsets and workloads while providing constructive feedback to further develop their proficiency in graphic design.

Contribute within a 4-person professional design team to re-work campus rebrand and adhere to new university-wide brand standards, this involves a re-work of over 500+ tasks.

Process complex information with ease while being efficient, accurate and a solid team player.

Review and prepare all files for print as well as produce finished pieces with a high attention to detail including: large format prints, vinyl, signage and promo merchandise.

### KALONA BREWING COMPANY

Freelance Graphic Designer | August 2016 - Present

Effectively create promotional ads, across all digital and print sizes, following Kalona Brewing Company brand standards while working with the creative team.

Develop label concepts for upcoming bottle releases that are in-line with brand standards as well as reflect the profile of the beer.

### STUDENT LIFE MARKETING + DESIGN

Graphic Designer | June 2018 - July 2019

Assisted in the creation of graphics for marketing materials and displays related to the client. Developed press-ready work, and adjusted digital photos for printing and website purposes.

Communicated regularly with supervisors regarding design process and decisions, implemented feedback into creative work.

### SUMMER OF THE ARTS

Graphic Design Intern | January 2018 - March 2018

Assisted with creative development of projects which included posters, t-shirts, print and web ads, event programs, and graphics for social media, newsletters and communications.

Communicated regularly with Executive Director and provided updates and work progress to ensure satisfaction of the client.