

PEDRO VEGA JR

Graphic Design + Creative Direction

INFO

224-247-8905
contact@pedrovegajr.com
<http://pedrovegajr.com>

134 Mercer St, Apt 1
Jersey City, NJ 07302

5030 Victoria St, NW
Roanoke, VA 24017

EDUCATION

School of Visual Arts,
New York, NY
BFA in Graphic Design

SKILLS

Creative Direction
Creative Development
Photo Art Direction
Art Direction
E-Commerce
Branding Design
Editorial Design
Web Design
Presentation Design
HTML/CSS
English/Spanish
Adobe InDesign
Adobe InCopy
Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Microsoft Office
Oracle Responsys
Micros OCP

EXPERIENCE

Wasena Creative, LLC

Creative Director & Co-Founder | Feb 2017 – Present | New York, NY

- Successfully launched a boutique design and creative studio elevating creative brands and professionals across New York, Chicago, Los Angeles, and the Roanoke Valley.

Ebony Media Operations

Creative Director, Ebony Magazine | Jun 2016 – Feb 2017 | New York, NY

- Managed a creative team and oversaw the brand's creative across print and digital platforms.
- Directed photo-shoots for covers, features, and digital content.
- Developed solution-oriented creative briefs.
- Performed extensive research on photographers, creative trends, stylist, models etc.
- Designed cover layouts, editorial layouts, as well as social media and digital content.
- Conceptualized a print and digital re-design.

Steve Madden

Senior Web Designer, E-Commerce | New York, NY | May 2015 – Jul 2016

- Produced and managed creative assets for the brand's U.S. and Canadian markets' e-commerce website and digital marketing (IE. email campaigns, web ads, social media content) in the English and French languages.
- Coded e-blast using HTML and CSS.
- Conceptualized and directed still life product photography and assisted on lifestyle photo-shoots.
- Collaborated with the design and marketing team to develop style guides on each season.

Scholastic Corporation

Freelance Senior Production Designer | New York, NY | Mar – May 2015

- Produced a large variety of digital and print marketing collateral from e-blasts to web ads and print ads to subscription cards. (freelance contract)

Johnson Publishing Company

Editorial Designer, Ebony Magazine | Chicago, IL | Sep 2014 – Feb 2015

- Produced style, food, finance, and feature story layouts.
- Worked with art-director and photo editor to contract illustrators and photographers for layout concepts.

Interim Art Director, Jet Magazine | Chicago, IL | Feb 2014 – Sep 2014

- Worked with editors to conceptualize and produce creative solutions for editorial layouts.
- Managed a small creative team of freelancers and interns.
- Collaborated with a third-party team of developers to direct creative and build a CMS for what would be a new interactive app serving iOS and Android devices.

Print & Digital Designer, Jet Magazine | Chicago, IL | Aug 2013 – Feb 2014

- Work with section editors to develop editorial layouts.
- Produced layouts for style, lifestyle, finance, and news stories.
- Participated in weekly pitch meetings to develop story ideas for each vertical of the publication.
- Produced press-ready pdfs.

Paper Communications

Editorial Designer, Paper Magazine | New York, NY | May 2012 – May 2013

- Find out more at pedrovegajr.com/resume

Production Intern, Paper Magazine | New York, NY | Oct 2011 – May 2012

- Find out more at pedrovegajr.com/resume

Motorola Mobility

UX Design Intern | Chicago, IL | Summer 2009

- Find out more at pedrovegajr.com/resume