

# Garvin G. Grullón

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## QUALIFICATIONS PROFILE

Highly creative and multi-talented **Senior Graphic Designer** with extensive experience in multimedia, marketing, and print design. Skilled in data analysis and visualization to translate subject matter into concrete designs for a wide range of marketing, promotional, and informational materials. Exceptional collaborative and interpersonal skills; able to build exceptional rapport with clients, driving successful product life cycles and coordinating graphical and design changes. Excel within deadline-driven environments while operating within strict budget requirements.

**ENVIRONMENTS:** Windows OS, Macintosh OS X / 9

**SOFTWARE:** Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects), InCopy/K4, Tableau, Lightwave, Microsoft Office Suite, HTML5, CSS3

**DESIGN:** Digital Media, Design Layout, Publication Design, Cover Design, Web Site Design, UX Design, Data Analysis, Visualization, Photo Editing, Digital Marketing Campaigns, Animation, Creative Strategy, Email Design, Branding, Style Guides

## PROFESSIONAL EXPERIENCE

### GRAPHICS EDITOR, 8/2011 – PRESENT

SCIENCE, AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE, WASHINGTON, DC

*Science, also widely referred to as Science magazine, is the peer-reviewed academic journal of the American Association for the Advancement of Science (AAAS) and one of the world's top academic journals. It was first published in 1880, is circulated weekly and has a print subscriber base of around 130,000.*

Successfully manage and coordinate schedules for Digital Media graphics team projects and a diverse set of creative content and copy for web, illustration and digital print. Execute data visualization for a wide range of subjects utilizing mapping and illustrative techniques for clarifying peer reviewed topics. Partner across teams for brainstorming sessions including with authors, editors, and producers to create visuals and collaborate on overall concept and project scope.

#### KEY ACHIEVEMENTS:

- Deliver strategic leadership and art direction on complex subjects for digital marketing and cover design of weekly content for journals *Science Translational Medicine*, *Science Signaling*, *Science Advances*, *Science Robotics*, and *Science Immunology*.
- Managed concept-to-launch UX based projects to provide deep understanding of subject matter in collaboration with topic specialists.
- Demonstrated ability to succeed in a fast-paced environment with competing deadlines.
- Designed award winning print and multimedia projects such as [National Pi Day](#), [Pesticide Planet](#), and [Egg Shape](#).
- Helped implement and innovate alongside rebrand to *Science* journal as Senior Designer in 2014.

### CREATIVE DIRECTOR (CONTRACTOR), 9/2014 – 12/2015

PUBLIC BROADCASTING SERVICE, WASHINGTON, DC

*PBS Development Services (Planned Giving) works in partnership with stations to sustain and improve the financial prosperity of the Public Broadcasting System. They assist with a diversified portfolio of revenue streams in the areas of philanthropy, digital products and membership.*

Inspired and crafted design ideas that were creative and distinctive for digital marketing campaigns surrounding planned giving and charitable donations. Led a team in delivering influential and effective creative work that included video, web and digital marketing. Encouraged a collaborative team approach to projects, across stations nationwide, to ensure back-end support for various stations and maintain design standards across the spectrum.

#### KEY ACHIEVEMENTS:

- Designed compelling branded educational documents for use in webinars and [interactive presentations](#).
- Conceptualized and directed implementation of highly visible marketing campaigns aligned with PBS's nationwide station goals.

## PROFESSIONAL EXPERIENCE (CONTINUED)

### ART DIRECTOR , 1/2010 – 1/2013

#### NATIONAL ASSOCIATION OF PEOPLE WITH AIDS, SILVER SPRING, MD

*The National Association of People With AIDS (NAPWA) shut down operations on Feb. 14, 2013. Founded in 1983, NAPWA had been a non-profit membership organization that advocated on behalf of all people living with HIV and AIDS in order to end the pandemic and the human suffering caused by HIV/AIDS.*

Managed the design, development, and distribution of the biweekly *Positive Voice* digital newsletter. Designed all creative assets for advertisements and other print and web collateral for national events from end-to-end. Built positive internal and external relationships to ensure projects delivered at the highest quality, on time and within budget

#### KEY ACHIEVEMENTS:

- Developed new brand and style guide for NAPWA and other community-based programs.
- Tripled readership after strategic rebrand of the *Positive Voice Newsletter*.
- Kept abreast of creative and marketing trends to ensure consistent outstanding project delivery.

### GRAPHIC AND WEB DESIGNER, 5/2011 – 10/2011

#### THE CREATIVE GROUP, WASHINGTON, DC

*The Creative Group (TCG) is one of the leading marketing and creative staffing agencies. They specialize in connecting talented, creative professionals with companies looking to hire interactive, design, marketing, advertising and public relations talent.*

Played a critical role assisting on a variety of design projects from content creation to web and email design and marketing strategy. Applied various creative tools to create rich media for advertising campaigns, interactive media and illustrative layout.

#### KEY ACHIEVEMENTS:

- Successfully worked on design projects for high-level clients including Jones Lang LaSalle, Carousel30 Interactive Studio, and the United States Army via LMO Advertising.
- Collaborated within a team on commercial real estate marketing and e-mail marketing strategy for internal events and property websites for top client Jones Lang LaSalle(JLL).
- Displayed ability to execute projects from concept to completion in alignment with client brand, goals and deadlines.
- Ensured creative assets met or exceeded client expectations.

## ADDITIONAL EXPERIENCE

GRAPHIC DESIGNER AND PREPRESS MANAGER , 2007 – 2009 , ASAP MAILING & FULFILLMENT, ALEXANDRIA, VA

NEW BUSINESS DESIGN INTERN , 2007 , FLEISHMAN HILLARD COMMUNICATIONS, WASHINGTON, DC

GRAPHIC DESIGNER AND PRODUCTION MANAGER , 2005 – 2007 , WINDOW MEDIA, FORT LAUDERDALE, FL

PRODUCTION ASSISTANT , 2003 – 2005 , MTV NETWORKS, MIAMI, FL

## EDUCATION / TRAINING

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN , 2011 , THE ART INSTITUTE OF WASHINGTON, WASHINGTON, DC

## AWARDS

2016 ISOLATED TRIBES , SCIENCE • FEATURE DESIGN • EXCEL AWARD: BRONZE • ASSOCIATION MEDIA AND PUBLISHING

2015 NATIONAL PI DAY 2014 , SCIENCE • WEBSITE • AMERICAN GRAPHIC DESIGN AWARD • GD USA

2014 INTERRACIAL RELATIONSHIPS IN HISTORY , PBS • INFOGRAPHIC • AMERICAN GRAPHIC DESIGN AWARD • GD USA

2014 PESTICIDE PLANET , SCIENCE • INFOGRAPHIC • AMERICAN GRAPHIC DESIGN AWARD • GD USA