

the work, employment & education of

GEORGE GARRASTEGUI, JR.

PLEASE FLIP>>

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WORK
JANUARY 2009 - PRESENT

NEW YORK CITY COLLEGE OF TECHNOLOGY - Adjunct Professor - Brooklyn, NY

I teach students basic knowledge of Photoshop, making them more skilled and comfortable with the program. Beyond digital imaging terminology, definitions and techniques I challenge my students with projects that are not only software driven, but are artistic and engaging.

SEPTEMBER 2007 - PRESENT

POPULAR MECHANICS MAGAZINE - Senior Designer, Marketing & Promotions - NYC

Responsible for promoting the brand of the magazine through design for trade shows, events and various promotional items. This includes redesigning marketing sell sheets to look more cohesive to the magazine.

Designed various web components such as the aesthetic for Online Media Kit, Branding site 2009, Promotional site for Car Roadshow Project.

SEPTEMBER 2003 - SEPTEMBER 2007

AÉROPOSTALE, INC - Graphics Manager - New York, NY

Responsible for managing a team of up to 6 graphic designers in various departments to create graphic direction for each upcoming season and present at company's concept meetings.

Created all garment marketing & trims for each season for the Men's, Women's & Accessories depts.

Continued to gain knowledge of PMS and CMYK printing techniques with various types of paper qualities while understanding the limitations of vendor capabilities, for garments and/or printing.

JANUARY 2000 - APRIL 2002

URBAN LATINO MAGAZINE - Art Director - New York, NY

Layout and design of department and feature editorial within magazine.

Logo and template development for editorial departments.

Redesign of magazine look and feel in 1/00 and again in 6/01.

The ability to meet strict bimonthly deadlines

GRAPHIC DESIGNER

ENTREPRENEUR

CREATIVE INDIVIDUAL



Freelance

FREELANCE

JUNE 2005 - PRESENT

THE VS. PROJECT - Cofounder / Web Designer

Cofounded an artist collective, and created an online magazine. Created Project topics for artist to design artwork about. Design and Publish a creative blog based on the artwork submitted and insight to the design world. Design of website as well as quarterly projects. (www.thevsproject.com)

MAY 1998 - OCTOBER 2005

NUYO CLOTHING COMPANY - Creative Guru - Brooklyn, NY

Creative development of company's corporate identity. Design of company's T-shirt line. Designs and maintains company's website (www.nuyoclothing.com)

EDUCATION

SEPTEMBER 1998 - MAY 2000

BFA, GRAPHIC DESIGN Fashion Institute of Technology

SEPTEMBER 1996 - MAY 1998

AAS, ADVERTISING DESIGN Fashion Institute of Technology

SEPTEMBER 1994 - MAY 1997

AAS, ILLUSTRATION Fashion Institute of Technology

AFFILIATIONS

2000 - PRESENT

ACTIVE MEMBER OF THE AIGA

2007 - PRESENT

BIG APPLE GREETER

2001 - 2005

MEMBER OF THE NYC MENTORING PROGRAM
in association with the AIGA/NY

SKILLS

Proficient on both Macintosh and PC platforms.

SOFTWARE KNOWLEDGE, but not limited to:

Adobe Creative Suite 4:

Illustrator, Photoshop, InDesign, Acrobat Professional, Dreamweaver, Bridge

Microsoft Office 2008, Basic knowledge of HTML & CSS.



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