



hector munro

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graphic design | illustration | photography | digital video | painting

Bilingual Graphic Designer with over a decade of industry experience, responsible for providing creative results & communicating the ideas and visual needs of a company or individual while keeping up with the most current design trends. Effective publicizer with vast experience working with a diversity of clients, and levels of management. Detail oriented, resourceful with the ability to problem-solve & produce quality work with a quick turnaround.

EXPERIENCE

IPS Group Inc.
San Diego, CA
Lead Graphic Designer
March 2021 - Present

Responsible for creating and maintaining design projects based on direction from the Marketing Operations Manager, CIO, and COO. Collaborating with members of the marketing department, Sales, Sales Support and others to ensure continuity in the company's marketing message and Brand Aesthetics. Projects include presentations, promotional brochures, posters, flyers, decals, website design, digital newsletter graphics, social media, story boards for video case studies, advertising collateral, adding and maintaining a library of images for marketing and the sales department, product photography and manipulation of photos already in the asset library, assisting with trade shows design, print and material preparation and execution as needed.

**Bella Sirena Resorts
KW/United Country**
Rocky Point, MX
Senior Graphic Designer
April 2017- January 2021

Developed and executed creative concepts and visual assets for marketing and advertising purposes from originated Brand material, some examples include: seasonal campaigns, social media campaigns, email campaigns, flyers, brochures, publication advertising, billboards, photography & video.

Freelance
Design, Illustration
Social Media Marketing
Video & Photography
January 2015- April 2017

Social Media Management for real estate offices, law firms, travel agencies, political parties, restaurants, hotels, property management corporations, construction enterprises... list available upon request. Print, digital, photo & video, graphic design & illustration production for advertising companies, newspapers/publishers, marketing firms & multimedia associations. Responsible for creating brand messaging & entire corporate identity & campaigns, content marketing, promotion & branding.

Pinacate Biosphere Reserve
Rocky Point, MX
Communications Director
January 2008 - January 2015

Communications & Public Relations Manager, responsible for media planning, website content, compelling creative for marketing and advertising collateral. Responsible for creating a social media marketing strategy and implementing it. Direct liaison with government agencies & the press, managing, writing and editing content & print for any literature, press release or publications that applied to the Reserve.

X1FM Radio
San Diego, CA
Video & Graphic Design
2005-2008

Multimedia graphic design solutions for live web stream & motion graphics. Responsible for coordinating & directing artist concerts & interviews via video coverage & photography. Conceptualization, developing story boards, photo shoots, footage & audio editing.

EDUCATION

Intensive three month workshop in Universal Studios, focused on creative writing & covering all major aspects of filming and editing.

The New York Film Academy
Hollywood, CA
Digital Film Workshop
2008

A bachelor of Arts Degree in Graphic Design centralizing in Creative Advertising, Communications & Marketing.

The Art Institute of California
San Diego, CA
B. A. Graphic Design
2005

Associate Degree in Studio Arts, covering Art History, Design Theory, Painting, Figure Drawing, Photography, Film, Metalwork, Sculpture, Ceramics, Digital Media.

Southwestern College
Chula Vista, CA
A. D. Studio Arts
2002

SKILLS

English
Spanish

Proficient in Photoshop, Illustrator, InDesign, Lightroom, Premiere, Final Cut Pro, Acrobat, Word & used QuarkXPress, Excel, PowerPoint. Currently exploring UX Design.