



Eliú Enrique Paredes Xitumul

"ELLE-EE-YOU"

SR. GRAPHIC / DIGITAL DESIGNER

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LinkedIn Profile

HARD SKILLS

Ps Photoshop

Ai Illustrator

Id InDesign

Ae After Effects

Xd UX/UI

- Motion Graphic Design
- Video Editing
- Storyboarding
- 3D Modeling
- Web Design
- Wireframing
- Google Analytics/eCommerce
- UX/UI Prototyping
- Photography
- Screen Print
- Acrylic Painting

SOFT SKILLS

- Leadership • Open Minded • Public Speaking
- Story Telling • Time Management
- Communication • Collaboration
- Creativity • Critical Thinking

EDUCATION

B.A. Art & Technology, Animation Concentration,
University of Texas at Dallas

A.A.S., Digital Imaging Technology,
Dallas County Community College District

CERTIFICATION

Google Analytics Certification
Google Analytics Academy, Exp. 07/2024

CREATIVE & GRAPHIC ARTIST | MOTION GRAPHIC DESIGNER | VISUAL & WEB DESIGNER

CREATIVE, ADAPTIVE GRAPHIC & DIGITAL DESIGN PROFESSIONAL known among leaders, peers, and partners for expertise in innovation and driving initiatives through to successful completion. Determined, critically-minded creative possessing a deep-rooted understanding of business, processes, and project management. Inspirational contributor frequently commended for strengths in teamwork and communication.

"From my very limited interaction to date, I have found Eliu to be easy to work with - collaborative and responsive. I look forward to working with him more in 2022." — Bob Rayes, Chief Technology Officer at Corgan

AREAS OF PROFICIENCY:

- Creating websites, landing pages, newsletters, campaigns, event materials, and marketing collateral.
- Collaborating with creative leads, business partners, copywriters, press leaders, developers, event, and marketing managers to identify needs, goals, and requirements to inform recommendations.
- Conceptualizing, designing, and implementing creative campaigns.
- Inspiring and advancing new ideas through thought leadership.
- Directing work that adheres to brand guidelines, ensuring design system principles, and quality standards.



PROFESSIONAL EXPERIENCE

Graphic Designer, Marketing Team | **Corgan**, Dallas, TX, 2021 - Current

Highly collaborate, communicate strongly with an expert skill set in Adobe Creative Cloud to support brand, business development, and communications both internally and externally.

- Working closely with clients to produce graphics for marketing, website, business development project pursuits, social media, firm communications, campaigns, and more
- Producing print-ready files and coordinating with printers and other outside consultants to ensure quality production of branded materials
- Storytelling through visuals - the ability to craft raw ideas into compelling messages, and synthesize complex and large amounts of information
- Creatively interpreting visual identity and brand standards for Corgan's marketing collateral

Motion Graphic Designer, Art Team - Art Creative | **Dallas Cowboys**, Frisco, TX, 2013 - 2021

Conceptualize, coordinate, and develop graphics for merchandise and events supporting upcoming sale seasons and projects. Also create digital signage for Dallas Cowboys Pro Shop retail stores. Highlights:

- Designed merchandise, apparel, and marketing collateral concepts for major brands including Nike, AT&T, Keurig Dr Pepper, Star Wars, Marvel, and Dallas Cowboys brands. Researched unique DNA's of each brand to inform design development.
 - Examples: **Demo Reel** <https://vimeo.com/showcase/7724663>
- Drove a 22% increase in Dallas Cowboys merchandise sales via addition of motion graphics within AT&T Stadium. Proposed switch from static images and then collaborated with Digital Signage Department to institute strategy. Presented results of initiative to leadership through visually-captivating sales report.
- Created a fully marketed merchandise concept during 1st year with organization: designed youth t-shirt, packaging, and marketing. Presented idea to peers and leadership.
- Effort inspired other designers/artists to improve storytelling and presentation skills by incorporating more dynamic, motion graphics to market merchandise in the form of digital signage.
 - Improved design of merchandise by championing the adoption of user-friendly digital interfaces for data collection and surveys.
 - Played critical role in development of a standardized procedures manual for garment art sizing and placement that is still in use years later.

Graphic Designer, Advertising Team | **ForRent.com** | **Dominion Enterprises**, Carrollton, TX, 2011 - 2013

Designed advertisements and other print media for For Rent Media Solutions, a nationally-based real estate magazine which distributes 20+ million copies to 190 markets annually.

AFFILIATIONS

Member, American Institute of Graphic Arts (AIGA) Dallas Fort Worth, 2017 - Present
Founding Member, Sigma Lambda Beta DFW Alumni Association