

FRANK CARRANZA

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Technically astute and quality-focused Graphic Arts Specialist eager to contribute exceptional talents in pre-press technology, print design, and web production toward supporting a dynamic employer in optimizing bottom-line performance.

PROFILE

Offering seasoned background in creating both print and online graphic design solutions for diverse industries; sharp ability to define and understand specific client needs and requirements. Exemplary blend of planning, analytical, interpersonal, communication, and presentation skills. Adept at creating high-impact and visually-appealing designs which strengthen corporate identity and online presence. Team-driven, thrive on challenges, and perform effectively under pressure. Excel in navigating creative projects from start to finish, and ensure designs contain precise brand and message consistency. Adaptable with strong multi-tasking abilities; gracefully balance competing priorities.

Achievements:

- Contributed a major role in the implementation of revising and updating ocular medical product packaging, medical instruction documentation for use in the global medical optics field.
- Played a major role in preparing ads for publication in magazines such as Mini Truckin', Off Road, Hot Bike, Super Chevy, Surfing, Home Theater, Hot Rod, European Car, Sports Compact Car, Import Tuner, Muscle Mustang, and Lowrider and many others.
- Contributed to SIM prepress department by creating web sites to enhance and streamline workflow for company wide SIM employees and clients.
- Developed documentation and workflows to enhance productivity and reduce costs company wide working collaboratively with manager and team.
- Exhibited excellent talents in mechanical drafting by preparing isometric representations of propane tanks and related parts and materials for Cal Gas Company.
- Leveraged a team-driven work ethic to seamlessly collaborate with multiple art directors, marketing managers, copywriters, traffic personnel, and production managers.
- Strategically anticipate, plan, and respond accordingly and professionally to constantly changing business priorities.
- Expertly converted freehand sketches and revisions into ink drawings for engineering firms.

TECHNICAL / SOFTWARE SKILLS

Macintosh and PC platforms, Solidworks, QuarkXPress, InDesign, PhotoShop, Illustrator, Flash, XHTML, CSS, Dreamweaver, Fireworks, Joomla, Microsoft Office, FrameMaker, Flightcheck, Enfocus Pitstop Pro, Barcode Pro, Agile Product Lifecycle Management (PLM), TeleScope Digital Asset Management, Dalim Twist, UNIX/Linux, PHP MySQL, C++

PROFESSIONAL EXPERIENCE

RapidTech, Irvine, CA, 2012 to Present

Project Media Specialist

- Contributing a major role in the redesign of the website www.rapidtech.org using Joomla.

Abbott Medical Optics Inc., Santa Ana, CA, 2010 to 2011

Graphic Production Artist

- Contributed a major role in the Document Control department of relabeling and updating 5000 existing and new medical optic products used worldwide.
- Conceptualized new packaging designs
- Updated and revised phacoemulsification system owner manuals.

- Implemented detailed changes according to regulatory and legal standards on medical implant devices and documentation for global use in the medical optics field.
- Implemented Agile Product Lifecycle Management (PLM) software to process, download, track and upload jobs from creation to completion.

Source Interlink Media, Placentia, CA, 2002 to 2008

Prepress Technician / Web Site Developer

- Applied keen organizational strengths toward preflighting, troubleshooting, retouching, and submitting vendor ads to a Dalim Twist PDF/X-1a workflow for client advertisements published in leading magazines.
- Created and implemented detailed web pages to inform and instruct 70 magazines in properly downloading and using resources to produce files for ad submission.
- Relied upon to manage, troubleshoot and maintain TeleScope, vital to effectively storing and archiving all magazine and press files.
- Proficiently managed development of UPCs for all magazines company-wide.

Ingram Micro Incorporated, Santa Ana, CA, 1997 to 2001

Senior Digital Artist

- Planned, designed, and developed print media encompassing advertisements, direct mailers, brochures, catalogs, and in-house literature.
- Spearheaded web design efforts by creating web pages with animation and hyperlinks, as well as Flash animated web banner ads for company's Internet and Intranet sites.
- Developed well-organized layouts via Quark and Dreamweaver, and diligently retouched, enhanced, modified, and optimized images using Photoshop and Fireworks.
- Exercised strong multi-tasking abilities to modify or recreate logos, prepare files for prepress, oversee data backups, and maintain backup software and storage devices and disks.

Pacific Color, Irvine, CA, 1996 to 1997

Macintosh Operator

- Adhered to strict quality parameters in preparing clients' files using Macintosh software applications for one of three workflows.
- Prepared and sent files for film output or through IRIS inkjet for digital proofing.
- Prepared and trapped client files for submission to Scitex workstations for color correction, high power retouching, and/or page assembly.
- Navigated workflow involving prepping, stripping, and postscripting files for RGI department (Raster Graphics Imaging).
- Archived data to Mac exabyte tapes for future corrections or additions and/or download to customers.

PRIOR BACKGROUND:

Graphic Illustrator, Industrial Compliance Environmental Engineering, Sacramento, CA

Technical Illustrator, McLaren-Hart Environmental Engineering, Rancho Cordova, CA

Mechanical Drafter, Cal Gas Company, Sacramento, CA

EDUCATION

Certificate in Web Design, Saddleback College, Mission Viejo

Graphic Art Design, California State University, Sacramento

Associate of Science Degree, Engineering Technician, Pierce College, Los Angeles

Certificate in Computer-Aided Drafting, Pierce College, Los Angeles