

PJ Cervantes

Graphic Design and Photography

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Hood River, OR

EXPERIENCE

Art Director

Amplifire Agency | 10/2016 – Present

- Led strategic design initiatives for major national brands including Lyft, MGM Resorts, Boeing, and Airbus, enhancing marketing campaign impact in alignment with client objectives.
- Developed and presented creative strategies to elevate the impact of marketing campaigns, ensuring alignment with client goals.
- Directed cross-functional teams in rebranding efforts, achieving a significant customer retention rate.
- Led photography initiatives covering professional headshots, food, product, and special event sessions.
- Design and implement diverse ad campaigns across multiple platforms, including print and digital media.
- Created persuasive B2B proposals, presentation decks, sales kits, and infographics, contributing to a notable increase in deal size.
- Produced motion graphics for logo reveals, presentation sizzle reels, and social media campaigns.
- Enhanced project efficiency through effective time management strategies, leading to notable reductions in project completion times.
- Executed successful website redesign initiatives for clients, resulting in significant improvements in lead generation.
- Led the development and maintenance of clients' brand identity, ensuring consistency across all deliverables.
- Built and maintained partnerships with agencies and vendors, resulting in a 30% increase in overall profit.

Senior Graphic Designer

Palms Casino Resort | 09/2011 – 10/2016

- Conceptualized and designed campaigns, web graphics, and marketing collateral for five nightlife venues, three high-end dining restaurants, three hotel properties, and casino.
- Captured food, product, and venue photography, resulting in savings of over \$125,000 in the annual budget.
- Produced motion graphics, videos, and music for seven hospitality venues.
- Mentored a team of three visual designers to foster creativity and collaboration.

Art Director

Las Vegas Nightlife Group | 05/2010 – 09/2011

- Crafted a diverse range of engaging marketing materials, including print and digital graphics, tailored to enhance the appeal of premier hospitality spaces.
- Led a team of senior designers to elevate brand consistency and visual communication, achieving a measurable 15% uplift in client satisfaction.

Graphic Designer

MGM Resorts International Advertising | 08/2006 – 05/2010

- Developed cohesive brand experiences for high-profile hotel venues, ensuring alignment with the overarching conceptual vision.
- Collaborated with copywriters and marketing teams to deliver creative solutions for a portfolio of twelve unique properties, enhancing brand consistency and guest engagement.
- Managed print production processes, adhering to budgetary limitations to produce effective collateral and direct mail campaigns.

SUMMARY

Mid-career art director and photographer adept in managing diverse projects across print and digital platforms in industries ranging from tech, aerospace, hospitality, healthcare, and transportation. Experienced in crafting compelling visual narratives leveraging advanced expertise in Photoshop, InDesign, and Illustrator, alongside proficient abilities in Blender and motion graphics. An effective communicator and process optimizer, excelling both independently and within collaborative team settings.

TECHNICAL SKILLS

Adobe Acrobat
Adobe After Effects
Adobe Indesign
Adobe Illustrator
Adobe Lightroom
Adobe Photoshop
Adobe Premiere Pro
Adobe XD
Basecamp
Blender
Clickup
Figma
MS Excel
MS PowerPoint
MS Word
Photography
Slack

EDUCATION

**Adobe Certified Expert,
Photoshop CC**
Since 2017

**HubSpot Inbound
Marketing Certified**
2023

Graphic Design & Photography
College of Southern Nevada
2001 - 2004

Network Administration
University of Nevada Las Vegas
1999 - 2001