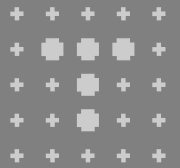


Curriculum Vitæ





Curriculum Vitæ

Name: Mauricio Reyes
President/CEO
mauricio@typografik.com
Telemobile: 202-746-1154



Typografik

Typografik was established in 1999 in the commonwealth of Virginia, USA. Mauricio Reyes, founder of Typografik was born in Mexico City. He was trained as a graphic designer in Mexico, London, Italy and the United States.

Typografik offers creative solutions across every medium from print, web and multimedia graphics. I understand that good design means good business only if it fulfills the needs of my clients and their customers.

My creative process allows me to create innovative, profitable, high-quality products quickly and efficiently. I collaborate with my clients early during the conceptual design phase. The result is a detailed plan with input from both client and Typografik that allows us to avoid costly pitfalls.

I have over ten years of experience in graphic design and visual communications. In addition I am fully bilingual (Spanish-English) which can double your audiences reach in today's competitive and diverse markets.

Typografik, LLC (Creative Director/Owner)
October 2003 - Present

A sample of clients include:

1. Child Abuse Council / Tampa, FL. - I redesigned their existing website and all the collaterals associated with the Council. It was a complete re-branding effort which included a new signature, collaterals, website and entire signage (information graphics) for the council.

2. City of Alexandria JobLink - Produced infommercials using Final Cut Pro. I designed the whole production and then created storyboards which were then filmed and assembled in-house. The result was a new infommercial that explains the suite of JobLink prgrams to new job-seeking candidates. After the client saw the final infommercial they commissioned brochures and a new agency website.



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3. **DSK Solutions/Falls Church, VA** - I redesigned their existing website and then branded the whole company. Brochures, collaterals and a more sophisticated website were created along with a complete corporate identity design.

4. **The Harrell Center, Tampa FL** - The Harrell Center's helps victims of family violence. I was commissioned to redesign their identity design and a new website. Recently the center celebrated their 10th anniversary, a new poster campaign to promote it was created as well.

5. **Partners Contracting** - Partners Contracting is a Virginia-based firm that needed a complete corporate identity kit. They wanted to have an online gallery featuring their work and the methodology they use. The process included on-site photography, color correction, photo montages and pre-press work.

6. **AMC (Arlington Metaphysical Chapel)** - "AMC" recently renovated their existing building with new stained glass works and a new bookstore. They wanted also a new logo, brochures and website. All the artwork utilized existing imagery and the website and brochures features exclusively images of the chapel. The corporate kit included compliment cards, envelopes, letterhead and a new website.

Work Experience before Typografik

SMART Technology, Inc. (Creative Director)

October 1997 - October 2004

A sample of clients include:

1. **Corning Consumer Products Company (CCPC)** - Development of an intranet site for the marketing division of the CCPC. Graphic design, information architecture and Flash animation were created for this project. A variety of print materials and screen savers were requested by the client as a result of the web site design.

2. **National Highway Institute** - Redesign of an enterprise information portal. JavaScripting, DHTML coding and complex Photoshop Illustrations were created for the site.

3. **U.S. Army Materiel Command (Engineers and Scientists)** - Web site development--redesigned existing imagery, site layout, color scheme and creation of a new interface for their job search database.

4. **MARCORSYSCOM (Marine Corps Systems Command)** - Redesign of their existing site, CSS and layers and new navigation tools were created to make the site user friendly.

5. **City of Alexandria (JobLink)** - Branding campaign that included a redesign of their current web site. The campaign included brochures, magazine ads, television ads and posters for the public transport system in D.C. and Virginia.

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INFINITE PHOTO AND IMAGING (Graphic Designer)

July 1995 - September 1996

A sample of clients include:

1. **Kodak** - Promotional posters for the new Advantix film system. Complex Photoshop illustrations were composed using multiple layers and masks to achieve final product.
2. **National Geographic Society** - Editorial Design and Power Point interactive presentations, projects included image correction, layout design and pre-press work
3. **MCI** - Poster advertising campaign for a new telecom service named "Call Now!"

KENT STATE UNIVERSITY (Glyphix design studio manager)

October 1994 - August 1995

A sample of clients include:

1. **International Typeface Corporation** - Typeface design. Mauricio Reyes designed a typeface named ITC Binary. Now part of their international collection, ITC Binary is being sold worldwide by most type foundries
2. **Dulles Networking Associates** - Corporate identity design. A great variety of items were designed, from a new logo to a complete marketing plan, that included several collaterals

Education

Kent State University (Ohio)

September 1994 - July 1996

School of Visual Communication Design

Master of Arts degree.

Middlesex University (London, England)

September 1991 - July 1994

School of Visual Communication Design

BA(Honors) Bachelor of Arts Degree.

New World University (Mexico City)

September 1988 - July 1991

School of Art and Graphic Design

National Diploma in Illustration, Packaging and graphic design.

National Preparatory School (Mexico City)

September 1982 - July 1985

Humanities and Arts Department

"A" levels in Illustration, Silk Screening, Logics of Design and History of Art.

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Hardware Experience

Macintosh user for over 10 years; familiar with system operation, font management, scanning, color correction and image restoration. Solid knowledge of system operation, networking website development, and troubleshooting.

Software Experience:

1. Quark X-Press (ten+ years) for publications design
2. Adobe Illustrator (nine years) same as Freehand
3. Adobe In Design (five years) for publications design
4. Adobe Photoshop (ten+ years experience) for photo composition, Illustrations and microtypography
5. Final Cut Pro (five years) for video presentations and short films
6. Macromedia Dreamweaver (nine years) for web authoring and publishing
7. Macromedia Freehand (nine years) for vector illustration, typefaces and logo design
8. Macromedia Fontographer and Font Lab (seven years) for typeface design, corporate logosymbols and special typeface designs
9. Microsoft Word (nine years) for text editing and proofing
10. Microsoft Powerpoint (seven years) for presentations and interactive slides hows.

Other experience

Familiar with pre-press and traditional printing methods in all of the programs previously listed. Strong knowledge of typography and traditional graphic design techniques. Fully bilingual (Spanish-English.) Work well on a team or unsupervised. Strong organizational marketing skills. Analytical, ambitious creative.

Awards

Sydney 2000 -- Mauricio Reyes received a design achievement award from NBC for the usage of his typeface design **ITC Binary**, which became the official typeface of the Sydney Summer Olympic Games in 2000. **ITC Binary** was widely used to brand all the media associated with the games and was used by NBC, Swatch, IBM and Nike, among others. **ITC Binary** is sold today by all major typefoundries in America, Asia and Europe.

CONACYT Mexico awarded Mauricio Reyes the Golden Pencil for the most creative interface design during the 2004 summer interactive workshops. Previously the Golden Pencil had only been awarded to print media; this was the first time it was awarded to interactive web design.

Mauricio Reyes lives in Washington, D.C., he loves music, his vintage vinyl LP collection, cat, friends and family. References and work samples available upon request.

Fypografik Research and Development

Typografik research and development

