

# Alex Torres | Portland, Oregon

Graphic Design | Motion | Video | WordPress Elementor

Email: [pdxgraphicboy@gmail.com](mailto:pdxgraphicboy@gmail.com) | Phone 503.757.0875

Portfolio: [pdxgraphicboy.com](http://pdxgraphicboy.com)

## ABOUT ME:

Multimedia designer with 10+ years of experience across graphic design, motion graphics, video editing, and WordPress Elementor. Drawn to brand systems, marketing design, and mission-driven work where strategy and creativity create meaningful impact. Skilled at translating ideas into polished multimedia content within fast-moving creative environments

## CREATIVE TOOLKIT:

### CREATIVE & MOTION

Adobe Creative Suite | Photoshop | Illustrator | InDesign | Premiere Pro | After Effects | Motion Graphics | Video Editing

### DIGITAL & WEB

WordPress Elementor | Landing Page Design | Digital Campaigns | Social Media Content | Web Analytics

### PRODUCTION & BRANDING

Print Production | Brand Systems | Presentation Design | Multimedia Campaigns | Template Systems | Cross-Functional Collaboration

### LANGUAGES

Bilingual: English & Spanish | Marketing Translation Experience

## MULTIMEDIA SPECIALIST | GRAPHIC DESIGNER

QuadMed | November 2021 to February 2026

- Developed multimedia campaigns across print, digital, video, PowerPoint presentations, motion graphics and landing pages while maintaining strong brand consistency.
- Provided Spanish translation for print and digital materials, including posters, mailers, presentations, and web content
- Managed and optimized client websites and WordPress Elementor landing pages aligned with marketing campaigns, events and program goals
- Tracked and reported campaign performance using web analytics, QR engagement, and call-to-action metrics
- Contributed to a leadership team to spearhead a company-wide rebrand, including logo, color palette, and templates

## COMMUNICATION SPECIALIST | GRAPHIC DESIGNER

New Seasons Markets | August 2016 to January 2019

- Designed graphics and motion content for in-store displays, internal campaigns, newsletters, posters, and digital communications that supported employee engagement and brand consistency
- Captured and edited photography and multimedia content to strengthen storytelling and internal communications across digital and print platforms
- Developed presentations, brochures, social media, and newsletter content that supported company initiatives, employee awareness, and brand-aligned messaging

## BROADCAST GRAPHIC DESIGNER

KOIN 6 Television (CBS) | August 2006 to February 2016

- Produced daily graphics, motion graphics, maps, and infographics for live broadcasts, promotions, and commercial spots in a fast-paced newsroom environment
- Collaborated closely with producers, editors, videographers, and on-air talent to develop broadcast graphics and refresh station branding and lifestyle programming
- Supported live and recorded field reporting by assisting with Spanish-language translation to ensure accurate and effective communication

## BLU-RAY AND DVD PRODUCTION GRAPHIC DESIGNER

5.1 ENTERTAINMENT | May 2002 to July 2004

- Designed and produced Blu-ray and DVD content, packaging, motion graphics, and interactive menu experiences with intuitive navigation and user-focused design
- Partnered with clients and production teams to manage revisions, technical specs, and final asset delivery for Blu-ray and DVD releases
- Collaborated with production teams to prepare and quality-check final assets for replication, packaging, and distribution across multiple media formats

## RECORDING ENGINEER | AUDIO TECHNICIAN

Various Studios | Los Angeles | 1995-2002

- Supported high-level recording sessions across multiple Los Angeles studios, managing mic setup, outboard gear, session documentation, and analog/digital tape machine alignment before transitioning into a technician role focused on troubleshooting and technical support

## EDUCATION:

Associates Degree | Graphic Design  
Platt Design College Cerritos, CA

Recording Arts Technology  
Long Beach City College, CA