



Larry najera

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Award-winning graphic designer with extensive experience with state of the art technologies. Specializing in web design, broadcast design & multimedia. Proficient in video production and digital design including 2-D compositions, 3-D animations, and special effects for video, print, multimedia, and the world-wide web. Self-taught professional who learned hardware and software for new media applications and communication solutions.

Experience

2002-Present: NAJERA DESIGN, INC., Macon, GA

Principal/Owner, Web Designer, Broadcast Designer, Graphic Designer, Multimedia Producer, 3D Animator, Art/Creative Director
Founded Najera Design, Inc. in July 2002. Providing multimedia design services for local ad agencies, print shops, service bureaus, companies and individuals.

2000-2002: THIRD WAVE DIGITAL, Macon, GA

Web Designer, Broadcast Designer, Graphic Designer, Multimedia Producer, 3D Animator, Art Director
In charge of the production of all graphics for video, print, interactive presentations and web sites. Video editor specializing in motion graphics for commercials and show opens. Support all aspects of the business including sales, design and marketing. Responsible for generating new revenue streams for the company including design services for print and web design. Specialized more in web design and production.

1994-2000: TELEVISION PRODUCTION GROUP, INC., Macon, GA

Broadcast Designer, Graphic Designer, Multimedia Producer, 3D Animator, Web Designer, Art Director
In charge of the production of all graphics for video, print, interactive presentations and web sites. Video editor specializing in motion graphics for commercials and show opens. Support all aspects of the business including sales, design and marketing. Responsible for generating new revenue streams for the company including design services for print, interactive multimedia, digital video and the internet. Acted as a systems trainer for this company, as well as other companies, teaching Adobe After Effects, Adobe GoLive, Adobe Photoshop, Adobe Illustrator, Data Translation Media 100, desktop publishing software, business administration software, and basic MacOS troubleshooting skills. Responsibilities also include maintaining and troubleshooting software and hardware on all computer systems.

1993-1994: GRAFTEK, Macon, GA - Sign Designer, Logo Designer

Responsibilities include the production and design of all signage and vehicle identification packages. Organization and management of the existing graphics department. In charge of maintenance and troubleshooting the Apple Macintosh IIfx, and Gerber Signmaker IIB. Responsible for increased sales for the company by 75%. Completed over 65 assorted sign projects and at least 38 logo trademarks in a little over a year. Created and implemented print advertising campaign.

1993-1994: THE MEDIA CENTER, INC. - Broadcast Designer, Graphic Designer

Part-time employment. Responsibilities include creating broadcast graphics for television shows. Production of company identification package and advertising ads.

1988-1992: Freelance Graphic Designer

Providing digital design services for local ad agencies, print shops, service bureaus, companies and individuals.

Awards

Central Georgia Advertising Federation American Advertising Awards

(68) Addy Awards including (4) Best of Show 1998, 2002, 2003, 2005; (1) Special Judges Award - Use of Medium; (1) Max Award - Best Graphic Designer (1) Gold Muse Award

1990 (2); 1995 (6); 1996 (11); 1997 (3); 1998 (3 including Best of Show); 1999 (4); 2000 (2); 2001 (3);
2002 (4 including Best of Show and 1 Max Award); 2003 (6 including Best of Show); 2004 (7); 2005 (9 including Best of Show and 1 Special Judges Award)

AAM Media and Technology Committee

2003 Gold Muse Award for The Museum of Aviation Website

Over 16 years experience in the graphics and advertising industry. Refining and acquiring new skills in digital graphic design, image manipulation, typography, 3-D modeling, animation, multimedia, web site development, sign systems, and digital video.