



RALPH MACABITAS

//GRAPHIC DESIGNER

CONTACT

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EXPERIENCE

HUESOFMAN.COM

Feb. 2015 - Present

FOUNDER/CREATIVE DIRECTOR

+ Act as creative director of content and copy for menswear blog focused on high-fashion streetwear. Conceptualize and direct creative team in production of original editorial content for blog and social media. Cultivate following on Instagram. Provide coverage of area fashion events.

LOPEZ-NEGRETE COMMUNICATIONS

June 2012 - Present

INTERACTIVE GRAPHIC DESIGNER

+ Work with senior creative teams to develop ideas and visual assets for 360 and digital advertising campaigns for Hispanic markets. Design web pages, web ads, content for social media, and print materials. Assist with copywriting and copyediting. Clients include Verizon Wireless, Verizon FiOS, Hulu, and Walmart.

RMH MARKETING & MEDIA

Feb. 2012 - May 2012

ACCOUNT SERVICES INTERN/JUNIOR DESIGNER

+ Designed marketing materials for print, web, and social media campaigns. Worked with clients in energy, retail, and service industries to meet specific needs. Assisted in budget control, strategy, and Google AdWords and Analytics management.

RM CREATIVE

Sept. 2011 - Present

FREELANCE GRAPHIC DESIGNER

+ Design print and web graphics for clients. Utilize innovative design techniques to create branding materials for clients in retail, healthcare, and technology industries. Complete projects under strict deadlines.

BONUS BUILDING CARE

May 2011 - Aug. 2011

GRAPHIC DESIGN INTERN

+ Designed PowerPoint presentations, email marketing templates, and websites. Assisted Art Director with brand management and marketing campaigns.

AWARDS

- 2015 W3 Awards - Silver Award: Verizon "Estadio Verizon" campaign
- 2015 AAF-Houston Addy Award - Gold: Verizon Wave Widget rich media game
- 2014 AAF-Houston Addy Award - Gold: Verizon Wireless "Verizon Edge" rich media game
- 2014 AAF-Houston Addy Award - Silver: Verizon "Celebrate Your Culture" website/landing page
- 2014 AAF-Houston Addy Award - Silver: Verizon "Power to Empower" Hispanic Heritage Month social campaign
- 2013 AAF-Houston Citation of Excellence: Verizon "Quantum" landing page

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

B.S. Communication Studies
Concentration: Corporate Communication
McCombs School of Business
Business Foundations Certification

SOFTWARE

Photoshop	■■■■■■■■■■■■■■■■■■■■
Illustrator	■■■■■■■■■■■■■■■■■■■■
Flash	■■■■■■■■■■■■■■■■■■■■
Premier	■■■■■■■■■■■■■■■■■■■■
InDesign	■■■■■■■■■■■■■■■■■■■■
After Effects	■■■■■■■■■■■■■■■■■■■■