



# TEDRA ORTEGA

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## SUMMARY

I am a Graphic Designer with over 20 years of experience, specializing in print and web development. My software expertise includes Adobe Photoshop, Adobe Indesign, Microsoft Office Suite, Corel Draw, and Autocad.

## CURRENT SOFTWARE EXPERIENCE

|                               |                                  |                                |
|-------------------------------|----------------------------------|--------------------------------|
| Adobe Indesign 2024 (12 yrs)  | Microsoft Excel 2010 (30 yrs)    | Wordpress / Elementor (10 yrs) |
| Adobe Photoshop 2024 (30 yrs) | Microsoft Word 2010 (30 yrs)     | Web Coding (33 yrs)            |
| Corel Draw 2024 (30 yrs)      | Microsoft Outlook 2010 (25+ yrs) | Autocad 2006 (33 yrs)          |
| Adobe Acrobat DC (9 yrs)      | Procede / Excede DMS (12 yrs)    | Windows OS. (33 yrs)           |

## GRAPHICS EXPERIENCE

Marketing Manager Sept. 2012 to May 2024

*Performance Truck / Cleveland Mack Sales (Heavy Duty Truck Dealer) Cleveland, Texas*

- Created all of the marketing materials for the parts dept. in **Adobe InDesign** and **Photoshop** (typical sales ~ 12M /month).
- Exercised full control over website design, including layout, user experience, and visual elements in **Wordpress** and **Elementor**.
- Created and maintained the intranet website in **Adobe Dreamweaver**.
- Full control over standardizing forms, policies and employee handbook in **Adobe InDesign**.
- Managed all employee apparel and promotional items for all company events. Software: **CorelDRAW**.
- Controlled all outdoor signage for 10 locations including installing vehicle decals. Software: **CorelDRAW**.
- Managed all truck and trailer advertisements listed on Truckpaper and company website.

Pool Studio Illustrator and Graphic Designer / AutoCAD draftsman March 2009 to Sept. 2012

*Shangri La Designs – The Woodlands, Texas*

- Generated 3D Renderings of swimming pools and back yard designs in **Pool Studio** for client review.
- Managed project budgets, client proposals, scheduling of contractors in **Microsoft Word** and **Microsoft Excel**.
- Designed and maintained corporate website in **Dreamweaver**.
- Generated **AutoCAD** drawings for swimming pool construction.
- *Awarded one of Top Designers in national **Pool Studio** software competition.*

## OTHER WORK EXPERIENCE

Small Business Owner / Side Hustle 2017 to Present

*Genesis 7 (Irrigation Install and Repair) – Woodville, Texas*

Sprinkler Design. This business is managed by my spouse. I handle all billing, sprinkler permits and drawings as needed.

Small Business Owner / Side Hustle 1997 to 2024

*Digital Monkey (Laser Engraving Business) – Woodville, Texas*

Laser Engraving business out of my home, 100% web based.

## HIGHER EDUCATION

Bachelor of Science, Industrial Technology / Graphic Science (AutoCad) May 1991

*East Texas State University - Commerce, Texas (Now Texas A & M at Commerce)*