

## SERVICES

### BRANDING & MARKETING

- LOGO DESIGN
- BRAND IDENTITY
- ADVERTISEMENTS
- SALES PRESENTATIONS
- COPY WRITING

### DIGITAL

- UI/UX
- WEBSITE DESIGN
- EMAIL MARKETING
- SOCIAL MEDIA BANNERS
- PAID SOCIAL ADS

### PRINT & PUBLICATION

- STATIONARY DESIGN
- CATALOG DESIGN
- BOOK/MAGAZINE DESIGN
- FLYERS/BROCHURES

### PACKAGING

- PREPRESS FILE PREPARATION
- PRINT PRODUCTION
- DIELINE EXPERIENCE
- POST-PRESS EXPERIENCE

## CONTACT

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KMCMDESIGN.COM

## EXPERIENCE

### STAIRCASE DIGITAL

LOS ANGELES, CA | 01.2019 - PRESENT

#### SENIOR DIGITAL DESIGNER

AS PART OF THE CREATIVE TEAM, I AM RESPONSIBLE FOR DESIGNING ADS AND LANDING PAGES FOR SEVERAL MARKETING CAMPAIGNS ON FACEBOOK AND INSTAGRAM. I ALSO PROVIDE ANALYSIS AND INSIGHTS OF SALES FUNNELS, UI/UX AND APP STORE PAGES TO IMPROVE CONVERSION.

### SHARP ELECTRONICS CORPORATION

LOS ANGELES, CA | 11.2018 - 12.2018

#### ART DIRECTOR

AS PART OF THE SHARP CONSUMER DISPLAY DEPARTMENT, I WORKED WITH THE MARKETING AND SALES TEAM TO CREATE PRINT AND DIGITAL ASSETS TO COMMUNICATE MARKETING CAMPAIGNS ONLINE, IN PRINT, TRADE SHOWS AS WELL AS INTERNAL AND EXTERNAL PRESENTATIONS.

### PEOPLE SQUARED STUDIOS

MANHATTAN BEACH, CA | 03.2016 - 11.2018

#### ART DIRECTOR

AS ONE OF THE FOUNDING MEMBERS OF THIS START-UP, I DEVELOPED THE COMPANY'S BRAND AND DESIGNED THE UI/UX FOR OUR PRODUCT, A MOBILE TRAINING APP FOR LEADERSHIP SKILLS, FROM THE GROUND UP. I ALSO SUPPORT THE SALES TEAM WITH PRESENTATIONS AND ASSETS.

### FUHU INC / MATTEL INC

EL SEGUNDO, CA | 09.2013 - 03.2016

#### ART DIRECTOR

WORKING ALONG SIDE THE CREATIVE DIRECTOR, I LEAD A TEAM OF DESIGNERS TO DEVELOP AND UPHOLD BRAND CONSISTENCY, AS WELL AS DESIGNED PACKAGING, POINT OF SALE DISPLAYS, THE COMPANY'S WEBSITE, SOCIAL MEDIA MARKETING ASSETS AND SALES PRESENTATIONS.

### COASTER COMPANY OF AMERICA

SANTA FE SPRINGS, CA | 11.2010 - 09.2013

#### GRAPHIC DESIGNER

I WAS RESPONSIBLE FOR DESIGNING PRODUCT CATALOGS, FLYERS, BANNERS, AS WELL AS MAINTAINING THE COMPANY'S WEBSITE AND SOCIAL MEDIA. I ALSO PROVIDED GRAPHIC ASSISTANCE TO SALES REPRESENTATIVES, INTERNAL DEPARTMENTS AND CUSTOMERS.

## EDUCATION

### CALIFORNIA POLYTECHNIC STATE UNIVERSITY

SAN LUIS OBISPO, CA | 09.2004 - 06.2009

#### BS IN GRAPHIC COMMUNICATION

CONCENTRATION: DESIGN REPRODUCTION TECHNOLOGY GRAPHICS FOR PACKAGING  
MINOR: PACKAGING

## AWARDS

### AMERICAN INHOUSE DESIGN AWARD

01.2015

AMERICAN INHOUSE DESIGN AWARD 2015 BY GRAPHIC DESIGN USA FOR THE NABI DREAMTAB HD8 PACKAGING WORKING AS THE SENIOR LEAD DESIGNER.

### PLATINUM AWARD FOR BEST IN ELECTRONIC PACKAGING

11.2014

PLATINUM AWARD FOR BEST IN ELECTRONICS PACKAGING FOR THE NABI DREAMTAB HD8 WORKING AS THE SENIOR LEAD DESIGNER.