

SERVICES

BRANDING & MARKETING

- LOGO DESIGN
- BRAND IDENTITY
- ADVERTISEMENTS
- SALES PRESENTATIONS

DIGITAL

- USER INTERFACE/EXPERIENCE
- WEBSITE DESIGN
- EMAIL MARKETING
- SOCIAL MEDIA

PRINT & PUBLICATION

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

PACKAGING

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

CONTACT

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EXPERIENCE

PEOPLE SQUARED STUDIOS

MANHATTAN BEACH, CA | 03.2016 - PRESENT

ART DIRECTOR

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

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.

PURE FIBER INTERNATIONAL

ONTARIO, CA | 09.2009 - 10.2010

GRAPHIC DESIGNER

I CREATED AND ENHANCED THE COMPANY'S BRAND IDENTITY BY DESIGNING THEIR LOGO, CATALOG, WEBSITE, SALES MANUAL, PACKAGING, ADVERTISEMENTS AND OTHER MARKETING MATERIALS. I ALSO INCREASED THE COMPANY'S SOCIAL MEDIA PRESENCE.

XYZ TEXTBOOKS

SAN LUIS OBISPO, CA | 06.2008 - 10.2010

GRAPHIC DESIGNER/ILLUSTRATOR

I CREATED EFFECTIVE ILLUSTRATIONS TO COMPLIMENT HIGH SCHOOL LEVEL MATH PROBLEMS AS WELL AS REVISED AND IMPROVED THE PAGE LAYOUT OF VARIOUS MATH TEXTBOOKS.

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

GRADE POINT AVERAGE: 3.4

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.