

Profile

A multimedia graphic artist specializing in illustration, brand identity, and ad campaign development. Proficient in delivering content for a variety of print and digital platforms. Observant and intuitive, is also capable of adapting to any new media or design challenge. Focused and driven to produce work which is clean, fresh, and travels further than what clients normally expect. By synergizing both time and attention, is able to visualize, produce, and sell a final product rich in thought, quality, precision, and originality.

Skills

Programs:

Adobe Photoshop
 Adobe Illustrator
 Adobe InDesign
 Adobe After Effects
 Adobe Lightroom
 Adobe Dreamweaver
 Microsoft Word,
 Excel, & Powerpoint

Attributes:

Brand & Logo Design
 Campaign Development
 Multimedia Illustration
 Print Design
 Publication
 Packaging Design
 Photography
 Web Layout

Qualities:

Goal Driven
 Organized
 Creative
 Adaptable
 Patient
 Fast Learner
 Deadline Oriented
 Team Player

Design Experience

Freelance Graphic Designer (2010 - Present)

- Jill Rowley** - Seminar Powerpoint (2014)
- The Undress** - Event Flyer (2014)
- Alvarez Political Campaign** - Photography (2014)
- Hammerfest Fashion Show** - Event Flyer (2013)
- Chosen Few Motorcycle Club** - Event Flyer (2013)
- Left Coast Cuts** - Logo & Shirt Design (2012)
- Sheri Laird** - Business Card (2012)
- Avalos Family** - Family Portrait Photography (2011)
- Cleanline Inc.** - Logo Design & Stationary Package (2011)
- Donald Vance, M.D.** - Business Card (2010)
- B Kemp Interiors** - Logo Design & Business Card (2010)

Creative Direction

Launch Campaign Strategy, Commercial Shoot, & Website Imagery

PickMySolar.com - Developed and designed a marketing campaign strategy for brand launch. Scope of work included development of original ad campaigns, characters, written scripts, casting calls, behind-the-scenes photography, and imagery for company website and social media platforms.

Logo Rebrand & Holiday Campaign Strategy

Salt's Clothing - Rebranded logo & developed a marketing strategy for the 2014 holiday season. Scope of work included development of an original mascot, website imagery, social media posts, & direct mail gift cards.

Education

The Art Institute of California - San Diego (A Campus of Argosy University)

Bachelor of Science, Graphic Design
 Dean's List, Presidential, & Honor Roll Student
 March 2013

Work Experience

Steel QC Line Lead @ Fox Racing Shox: El Cajon, CA (May 2015 - Present)

- Hardware Associate** @ Home Depot: Otay Mesa, CA (April 2012 - May 2015)
- Contractor/Associate** @ The Calpro Group: San Diego, CA - Convention Center (October 2012)
- Lightbulb Exchange Associate** @ SDG&E: Various Locations, Event Based (May - October 2011)
- Ranch Worker** @ Victoria Garden's: Lakeside, CA (2007- 2009)