



OBJECTIVE

To be the artistic vision and a strategic business partner as a Creative Director

EDUCATION

2000-2002

Los Angeles Trade-Technical College

400 W. Washington Boulevard, Los Angeles, CA 90015

Visual Communication Certificate of Completion

Complete training in the fundamentals of graphic design, illustration, and production:

- Design classes included developing an idea from concept to finish, layout design, developing thumbnails and roughs, marker indication, logo design, packaging design, and the importance of communication through typography.
- Illustration courses included life and perspective drawing, color theory, editorial illustration, and advertising illustration.
- Art production included a thorough introduction to the principles of print technology and production, and stressed hand skills.
- Other relevant courses included cost estimating, packaging, concepts, and marketing.

In all areas of study, emphasis was placed on project development, attention to detail, the importance of meeting deadlines and working on multiple projects.

Technical Skills

Adobe Creative Cloud, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, QuarkXPress, Dreamweaver, HTML, Adobe Premiere Pro, Adobe Audition, Adobe Rush, WordPress, Mailchimp, Canva, Microsoft 365

EXPERIENCE

Atlas Buying Group, Inc., Rancho Cucamonga, CA

March 2013 - Present

Experts in Advertising & Marketing Strategies for businesses using Shared Mail, Website Design, SEO, Direct Mail, Social Media, Email Campaign and more.

Creative Director/Graphic Design

- Reviewing and approving designs, artwork, photography, content, and graphics developed by the creative team
- Creating innovative campaigns and branding strategies for effectively reaching out to the target audience
- Oversees the print brand strategies for all clients
- Developed artwork and layout for print and digital signage, mail pieces, banners, posters, publications, print collateral, videos and flyers
- Designing, building, and maintaining marketing email creative using data-driven responsive templates
- Design and marketing material development, enhancing brand presence for clients
- Creating websites and landing pages using WordPress
- Monitor uptime, hosting, and databases to ensure all websites are performing at maximum efficiency
- Video production (Pre-production, storytelling, lighting, set design, audio, filming, editing, color correction, exporting)
- Photography (properties, team photos, headshots, and product shots)
- Oversees the social media brand strategies for all clients
- Creating and increasing engagement on social media accounts
- Creating trade show booth graphics
- Responsible for keeping all hardware (computers, printers, and all other hardware in the entire office) updated and secured
- Consult and train staff on the effective use of technology, and technical equipment



EXPERIENCE (cont.)

YourVilla Magazine, Riverside, CA

October 2009 - February 2013

A direct mail magazine and shopping website with over 7 local publications targeting over 3.9 Million subscribers.

Graphic Design

- Create editorial layouts and magazine advertisements while meeting the highest expectations of sales representatives and clients
- Responsible for 13 magazines, each published 6 times a year
- Responsible for magazine cover development
- Act as a final designer through meticulous redesigns and formatting to ensure a fresh and attractive appearance
- Develop all promotion pieces, including but not limited to, business cards, flyers, and brochures
- Develop all sales pieces for distribution
- Maintain the writing, editing, and proofing of the editorial content
- Maintain social network outlets including Facebook and Twitter

Affluent Living Publications, Placentia, CA

July 2005- October 2009

Nationwide publication reaching over 5 million homeowners

Graphic Designer

- Produced and created editorial page layouts and magazine advertisements
- Corresponded with sales representatives and clients to gather all incoming art, and information needed to create successful advertisements and article layouts
- Oversaw 6 magazines, published 4 times a year
- Initiated a complete redesign of the magazine's template and format
- Built entire books through collecting for output, quality control of pages, and post-scripting pages

A.V.I.D. Ink, Corona, CA

December 2003- April 2005

Dye sublimation print company focused on the use of art and technology

Color/Pre-Press Technician

- Corrected color and art on custom artwork based on client instructions to achieve desired results
- Acted as quality control of all products through press checks
- Laid out artwork for press, imaging on plates for press, and performed maintenance on machines

FREELANCE AND VOLUNTEER WORK

Dezert Magazine, San Bernardino, CA

Graphic designer for an online digital magazine on desert life and related subjects.

- Construct the entire magazine from concept including brand and template production

Graphic Designer

Home Loan Helpers, Jorge Pallares Photography, Anne Garbarine Interior Design, Pirate Pager, American Metal Exchange, Cal State Fullerton, Darby Day Staffing, AIM Recycling, Sweet Luna Cookies, Serenede Crystals

- Design and produce logos, corporate and personal identity packages, website design

Volunteer Design

San Bernardino Forest Service, Humboldt State University Wildlife Department, and Cal State Fullerton

- Design informational displays, posters, resource guides, and event flyers