

DESIGN EXPERTISE

- Conceptualization
- Branding
- Identity
- Packaging
- Direct Mail
- Events
- Collateral
- Brochures
- Newsletters
- Advertising
- Posters/Banners
- E-mail Blasts
- Merchandise Design
- Catalogs
- Website Design
- Project Management
- Staff Management

SOFTWARE SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Acrobat
- Adobe ImageReady
- Adobe Dreamweaver
- Adobe Flash
- QuarkXpress
- Final Cut Pro
- Windows & Macintosh Platforms

EXPERIENCE

Lakeshore Learning Materials (Carson, CA) :: Fulltime Freelance Graphic Designer, March 2011 - August 2011

- Interface with illustrators, developers, product art directors and production artists to develop and create innovative designs for educational products and product packaging. Age range of product being created is from Early Childhood to Elementary level
- Responsible for designing and managing multiple projects simultaneously while adhering to strict deadlines

Redi-Tag Corporation (Cypress, CA) :: Graphic Designer/Production Artist, February 2010 - January 2011

- Design from concept to completion catalogs, sell sheets, price lists, publication ads, email blasts, product packaging, tradeshow graphics, etc., as identified by management
- Regularly update Diverse ID, LLC website
- Perform quality control on all projects prior to moving them through management approval process
- Keep records of design and production process and meet all project deadlines
- Work closely with marketing team and sales department to continuously meet all project objectives

Marketing Evolved (Irvine, CA) :: Senior Graphic Designer, September 2005 - September 2009

- *Clients include: Kaiser Permanente, Medicis, Obagi, Allergan, Zimmer, various private practices, auto dealerships, and financial institutions*
- Design an extensive array of print material including: Direct mail pieces, point of sale collateral, viral marketing pieces, customer loyalty program pieces, posters, and publication advertisements
- Manage creative department: Projects, Staff, and Deadlines
- Meet project deadlines within short turn around times
- Primary compliance expert for Medicis marketing pieces to ensure adherence with legal regulations
- Interface with production department to ensure quality and accuracy of each project

Product Partners (Beverly Hills, CA) :: Junior Production Artist, June 2005 - September 2005

- Assist Senior Production Artist with sending job files to production
- Manage, correct and update project files
- Organize and update digital image gallery

FREELANCE

CLIENTS :: 2004 - Present

- SFE Investment Counsel
- Surf Skate Industries
- Golden West Recovery Services
- New Hope Alpacas
- Almost Demure
- Harbor Interfaith Services
- Farlight
- Blend Event Marketing
- BFF Vintage Clothing
- Pay Per Click Defender
- The Coull Foundation
- Vending Services Direct
- America's Factors
- Auto Palace
- Las Ninas de Las Madrecitas

EDUCATION

UCLA Extension :: January 2011 – March 2011

- Web Design II: Javascript and JQuery

UCLA Extension :: January 2010 – March 2010

- Web Design I: HTML and CSS

University of California, Davis :: 2001 - 2005

Dual Major ::

- Bachelor of Science Degree, Design: Visual Communications
- Bachelor of Arts Degree, Studio Art

**References and portfolio are available upon request.*