



career highlights

Experienced Graphic and Web Designer with a versatile background in multiple aspects of the creative industry - reliable and reputable work ethic. Grounded with a charismatic, motivated attitude with proven leadership skills. Thrived in contributing to the success of an organizational team atmosphere and equally accomplished independently to complete assignments efficiently.

creative background

Catalina Home

Marketing & Creative Director

October 2015 to Present

Santa Fe Springs, CA

- Managed Creative, Marketing and IT department in support of Sales, Customer Service and Managers for a multi branded company for wood, artificial grass and carpet industry.
- Restructured company brands, logo, websites, product packaging and print marketing collaterals.
- Designed and developed web sites, multiple social media outlets, and email campaigns.
- Supported customer service and sales department utilizing Sales Force and Smart Sheets.
- Dealt directly with print vendors, financial budget, press checks, tradeshow coordination and IT support.

PreGra Artificial Grass

Senior Graphic & Web Designer

September 2014 to March 2015

Santa Fe Springs, CA

- Managed the Creative and Marketing departments of a multi branded company.
- Supervised creative team of multiple interns in redesigning the marketing brand, logo concepts, packaging design, corporate branding, apparel and collateral prints.
- Projected estimated budget, ROI, managed online promotional campaigns, email blasts, social media campaigns, created POS display racks and designed all brand style guides.
- Communicated with vendors, press checks, deadlines, IT troubleshooting and also maintained all promotional company apparel and merchandising brands.

Ventura Foods, LLC

Graphic Designer

January 2006 to March 2014

Brea, CA

- Redesigned and managed artwork, logos and design concepts in DAM – digital asset manager.
- Coordinated with multiple packaging and printing vendors and customers to ensure corrugated box, tubs, lids, parchments and packages are press ready and approved.
- Cataloging art files, rendering files and provide final art approval from concept to final product.
- QA design requirements for packaging or labels for cold or heat conditions at manufacturing facility.

Cat ProductionZ: Graphic Design Freelance Company

Graphic Designer & Web Designer

January 1998 to Jan 2015

California

- Designed marketing collaterals, web sites, promotional campaigns and social media management.
- Designed and developed corporate identity, logo concept, branding and style guides.
- Communicated with vendors on bids for sports uniform, embroidery, screen screening, and other unique and special promotional projects.

Apperson Print Management Services

Marketing Coordinator & Graphic & Web Designer

January 2003 to January 2006

Los Angeles, CA

- Coordinated trade show graphics, marketing materials, mailers, new corporate identity and style guide.
- Tracked and configured reports for estimated expenses, marketing campaigns and company events.
- Created new corporate identity and style guide
- Designed mailings campaigns, trade publication ads, animated Flash and/or PowerPoint presentations and negotiated contracts while minimizing our annual expenses.
- Redesigned corporate company site, designed 3 individual company sub-division web sites and designed and programmed launch page sites for live inventory customer sites.
- Promoted from Marketing Coordinator to Graphic & Web Designer a year within the company.

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education

San Francisco State University

1998 to 2001

San Francisco, CA

Bachelor of Arts

Graphic Communications & Web Design

skills

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Dreamweaver

Adobe Acrobat

Web Site Design

Social Media Marketing

HTML, ASP, CSS & PHP

SEO & Analytical knowledge

Microsoft Office Suite

Salesforce

AS400

Smartsheets

Trello

Google Apps

Pre Press knowledge

PC and Mac Computer Literate