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## Graphic Design

### OBJECTIVE

To obtain a growth position that will exercise and further develop both creative and technological skills geared toward the field of Graphic Design.

### QUALIFICATIONS

Extremely creative and self motivated Graphic Designer with over 9 years of experience and established background in designing for print. Primary strengths include: incredibly strong work ethic, work well in independent and team environments, able to learn new skills quickly, responsible, reliable, flexible, and able to meet and exceed multiple deadlines.

High level of proficiency in a variety of Mac & PC applications including:

- Adobe InDesign
- Photoshop
- Illustrator
- Acrobat
- QuarkXPress
- CorelDRAW
- Microsoft Office
- FlexiSIGNPRO
- Roland VersaWorks
- Omega Composer

### EMPLOYMENT EXPERIENCE

#### 01/13 - Current | Trade Show Executive Magazine, Oceanside, CA

*Graphic/Production Designer & Advertising Coordinator*

Specialized in the development of internal design projects for large-scale publication, including Advertisements, Editorial Cover Designs, Multi-Page Layouts, Feature Articles, Annual Events and other marketing and promotional material. Designed various internet elements such as Web Banners, Tower Ads and Eblasts. Directly corresponded with Creative Director and Editors for conceptualization and planning. Accommodated multiple assignments within context of daily deadlines.

#### 11/08 - Current | Orion Design Group, Del Mar Pacific, Arc of San Diego Foundation, HD Supply, and Boys & Girls Club

*Freelance Graphic Designer*

Individually served southern California clients in the design of print media advertising for branding and the facilitation of market exposure. Such promotional devices include Logo Designs, Brochures and Catalogues, Direct Mailings, Postcards, Posters, and Presentation Folders.

#### 10/10 - 08/11 | Piccadilly Inc. USA, Del Mar CA

*Product Designer*

Lead product designer for international journal and stationary company. Specialized in new product designs for target audiences, including journals, book covers, hanging prints, paper mouse pads, presentations and other internal promotional material. Performed in-house and field research among potential buyers and vendors for conception and design. Designed company marketing presentations for large vendors such as Target and Staples. Assisted in product launches.

#### 12/07 - 11/08 | LandAmerica Financial Group, San Diego CA

*Graphic Designer*

Worked in conjunction with marketing team in upstart design center for nationally-based title insurance company. Collaborated and brainstormed to conceptualize design schemes and elements on collateral for new product launches. Implemented and adhered to corporate brand standards as a part of administering cohesive brand identity.

#### 09/05 - 12/07 | The Daily Transcript, San Diego CA

*Graphic Designer*

Developed array of internal collateral projects for large-scale publication, including Advertisements, Editorial Cover Designs, Direct Mailers, Postcards, Flyers, Multi-Page Layouts, Logo Design, and other marketing and promotional material. Designed various internet elements as Web Pages, Banners, Tower Ads, and Micro Sites, in conjunction with internet programmers. Directly corresponded with Marketing Director, Editors, and Marketing Team for purposes of conceptualization and planning. Accommodated multiple assignments within context of daily deadlines.

### EDUCATION

Coleman University, San Marcos CA  
Certificate, Computer Graphic Design

Successful completion of a comprehensive training program, which involved in-depth study of primary design elements such as Color Theory, Typography, Digital Composition, and Image Editing. Coursework explored real-world design applications in core areas such as Marketing & Advertising, Web Design, and Pre-Press.