



# irving barcenas

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## EDUCATION

California State University,  
 Long Beach  
 Bachelor of the Fine Arts -  
 Graphic Design (2014)

## SKILLS

- Branding ○○○○○○
- Events ○○○○○○
- Marketing ○○○○○○
- HTML/CSS ○○○○○○
- Social Media ○○○○○○
- UI/UX ○○○○○○
- Web Design ○○○○○○

## PROFICIENCY

- MS Office ○○○○○○
- Illustrator ○○○○○○
- InDesign ○○○○○○
- Photoshop ○○○○○○
- After Effects ○○○○○○

## LANGUAGES

- English ○○○○○○
- Spanish ○○○○○○

# PROFESSIONAL EXPERIENCE

- 2021 ○ FINAL DRAFT CONTENT CREATOR** AUGUST 2021 - PRESENT  
 Created content for both photography based posts and short form video, along with sponsored collaborations.  
 + Through the Black Boy Writes collaboration campaign I did videography, color correction, photography, motion graphics, video editing, art and creative direction, and photo manipulation.

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- 2020 ○ KEEN SOCIAL DESIGN SUPERVISOR** MAY 2020 - PRESENT  
 Design facilitation and served as a lead, supervisor and advisor for junior designers and interns.  
 + Conceptualize creative ideas for a large array of Keen's clients.  
 + Color correction, maintenance, Photoshopping and image manipulation of photography.  
 + Created artwork and infographics for social media assets in the format of Facebook, Twitter, Tik Tok and Instagram.  
 + Edit and proofread all creative work to ensure attention to detail.

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- AVVINUE, INC FREELANCE UI/UX DESIGNER** JAN 2020 - PRESENT  
 Began the pilot program to understand the needs and wants of a responsive web based web app for the common expat and a company partner.  
 + Implemented all notes and suggestions from pilot group and created four different versions of a web app with a user and partner user interface.

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- 2019 ○ DLBA FREELANCE GRAPHIC DESIGNER** JAN 2019 - PRESENT  
 In Downtown Long Beach Alliance I was able to design collateral for their Marketing & Communications, Economic Development & Research departments.  
 + Designed event posters, flyers, and social media channel covers and posts for One Million Cups, Google Adwords, Taste of Downtown, and the Live After 5 events.  
 + Redesigned the monthly infographics for company department data dashboards.

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- 2018 ○ PEAKERS UI/UX DESIGNER** (DEC 2018 - MAY 2019)  
 Collaborated in the restructuring of the wireframed user experience and did a complete redesign of the user interface for the iOS platform mobile application.  
 + Designed over 40 screens from onboarding to the full execution of the Minimum Viable Product.  
 + Adapted to the contracted iOS Developer's preferences and learned Adobe XD to make things easier in the frontend development of the app.

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- 2017 ○ GEORGE P. JOHNSON FREELANCE GRAPHIC DESIGNER** SEPT 2017 - DEC 2018  
 Created large format print files from scratch for their annual event: "Salesforce Dreamforce" through Adobe InDesign.  
 + In collaboration with their Art Director and Print Technician we were able to build out all directional, suite graphics, and promotional items.

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- 2016 ○ PARTNEUR, INC FREELANCE GRAPHIC DESIGNER** SEPT 2016 - PRESENT  
 Designed from the inception of the brand identity and the implementation of the UI, UX (User Interface and User Experience) of the web platform.  
 + Collaborated in a fast pace start up to begin branding of the positioning of the company, signature of the brand and the implementation of web platform app.  
 + Worked with a independently contracted development company (hired by client) to code and communicate the user experience along with the user interface through the Invision App to convey initial prototype.