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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

- 2024 ○ MIDTOWN B.I.D. FREELANCE GRAPHIC DESIGNER** FEB 2024 - PRESENT
 In Midtown Business Improvement District I was able to redesign and restructure their brand identity with an official style guide.
 + Redesigned their whole website presence and organized their archives to match the new brand identity.
- 2023 ○ BMORE FREELANCE GRAPHIC DESIGNER** NOV 2023 - PRESENT
 At the BMORE parent company we were able to reorganize their line of products starting with BMORE WTR and redefining their brand identity.
 + Created a 16 slide Pitch Deck for their investors, buyers and employees.
 + Designed new promotional assets such as flyers, mockups and merchandise.
- ZIGGY BARS FREELANCE GRAPHIC DESIGNER** MAY 2023 - PRESENT
 A complete rebrand and renaming of the once known Gotta Go Goods company, by establishing a new look and feel for the brand.
 + Created custom square package design for the brand's 4 most popular flavors chocolate, banana, cinnamon oatmeal and peanut butter.
 + Established a brand style guide for their social media manager to follow.
- SANTANA SNACKS FREELANCE GRAPHIC DESIGNER** MAY 2023 - SEPT 2023
 Designed a complete brand identity and guided the naming process for the Latinx inspired flavored snack's crowdsourcing campaign.
 + Curated a landing page for all information about the brand and it's funding perks.
 + Designed merchandise and digital rewards like post templates and sticker gifs.
- 2021 ○ FINAL DRAFT CONTENT CREATOR** AUG 2021 - DEC 2022
 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.
- 2020 ○ KEEN SOCIAL FREELANCE GRAPHIC DESIGNER** MAY 2020 - DEC 2023
 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 the brand's 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.
- 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.
- 2016 ○ PARTNEUR, INC FREELANCE UI/UX 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.