

## ABOUT ME

GRAPHIC AND WEB DESIGNER IN THE SAN FERNANDO VALLEY WITH A PASSION TO CREATE AS MUCH AS PROBLEM SOLVE. DESIGNS HIGH CONVERTING BRAND CAMPAIGN IDENTITIES AND USER INTERFACES THROUGH DESIGN THINKING AND UX BEST PRACTICES.

## EXPERIENCE

### SR. DIGITAL GRAPHIC DESIGNER

TRUE RELIGION BRAND JEANS | 2021 - CURRENT

- INFLUENCE 1 MILLION+ IN WEEKLY DIGITAL SALES BY DEVELOPING IMPACTFUL WEEKLY VISUAL TREATMENTS FOR ALL PROMOTIONAL OFFERS AND BRAND CAMPAIGNS
- DESIGN ON AVERAGE 50+ WEEKLY DIGITAL/PRINT ASSETS ACROSS ALL MEDIA CHANNELS WHILE SUPERVISING THE INTERNAL DESIGN TEAM ENSURING MEDIA SPECIFICATIONS AND BRANDING ARE MET
- WORK CROSS FUNCTIONALLY WITH AN ECOMMERCE TEAM TO CONTINUOUSLY ANALYZE/DEVELOP ONLINE EXPERIENCES THAT LED TO A 70% INCREASE IN YEARLY TRAFFIC AND TRANSACTIONS
- DOUBLE THE RATE OF PRODUCTION BY OPTIMIZING INTERNAL TEAM WORKFLOWS AND BUILDING VERSATILE BRAND LAYOUT/AD DESIGN SYSTEMS RESULTING IN ASSET CREATION WEEKS IN ADVANCE
- CULTIVATE A TEAM OF DESIGN PROFESSIONALS IN ALL ASPECTS OF DESIGN THROUGH WEEKLY CHECK IN'S, GOAL SETTING, AND GROWTH OPPORTUNITIES
- FULLY ONBOARD AND TRAIN NEW DESIGNERS IN LESS TIME BY CONDUCTING INTERVIEWS, DEVELOPING PERFORMANCE TESTS/QUESTIONS, AND BUILDING INTRODUCTORY COMPANY GRAPHIC KITS

### GRAPHIC & WEB DESIGNER

HEALTH EQUITY RESEARCH & EDUCATION CENTER, CSUN | 2018 - 2021

- POSITIONING THROUGH EFFECTIVE VISUAL IDENTITY AND BRAND MESSAGING DEVELOPMENT. (LOGOS, VISUAL TREATMENTS, STATEMENTS/TONE)
- CREATE CAMPUS COMMUNITY AWARENESS AND ADVOCACY THROUGH DELIVERABLES (BROCHURE, FLYERS, BANNERS, SOCIAL MEDIA COLLATERAL, CSUN WEBONE WEBSITE)
- INCREASE FACULTY, STUDENT, AND COMMUNITY CENTER INVOLVEMENT BY DESIGNING & DEVELOPING INTUITIVE WEB PAGES/WEB GRAPHICS USING HTML/CSS (CUSTOM UI SYSTEM, RESPONSIVE GRID LAYOUTS, PROTOTYPES, UX BEST PRACTICES)

## EDUCATION

CAL STATE NORTHRIDGE, 2019 - BA IN GRAPHIC DESIGN

## REFERENCES

### ZIHAAD WELLS | CREATIVE DIRECTOR

TRUE RELIGION BRAND JEANS  
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### SHAI KIM | ART DIRECTOR

TRUE RELIGION BRAND JEANS  
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### KAITLIN WARD | MARKETING DIRECTOR

PIXI COSMETICS  
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### ASHLEY MCELMURRY | CREATIVE BRAND MANAGER

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## TOOLS

### ADOBE CREATIVE CLOUD

PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
PREMIERE PRO  
AFTER EFFECTS

### PROJECT MANAGEMENT

JIRA  
BASE CAMP  
MICROSOFT OFFICE  
ASANA  
SLACK

### MISCELLANEOUS

FIGMA  
CINEMA 4D  
HTML/CSS

## SKILLS

### DIGITAL GRAPHIC DESIGN

PROMOTIONAL OFFER ADS  
BRAND CAMPAIGN TREATMENTS  
SITE/APP UI COMPONENTS

### PRINT DESIGN

MAGAZINE ADS  
STORE SIGNAGE/INFOGRAPHICS  
PR PACKAGES

### WEB DESIGN

HOME PAGES  
LANDING PAGES  
PRODUCT PAGES

### VIDEO EDITING

BASIC MOTION DESIGN  
CUT/MASK/TRANSITIONS, ETC.