



- Design and layout of a wide range of print and web-based marketing communication tools, including ads, collateral, brochures, posters, signage, outdoor, newsletters, web banners and landing pages using key brand elements and style guides.
- Collaborate with creative and marketing teams to develop brand guidelines. Translated advertising campaigns across different forms of print advertising.
- Built digital planograms, displays, mock-ups, and 3d renderings for Walmart, CVS and Target store presentations.
- Ability to manage multiple tasks from inception to completion, within deadlines.
- Prepare documents for press and manage print schedules—press checks, final proofs.
- Created VDP Storefront for in-house clients using Printable Technologies online software.
- Remain abreast of Adobe software, design and marketing trends.
- Advertising agencies and corporate creative and marketing departments.
- Mac & PC, Adobe CS CC; InDesign, Photoshop, Illustrator, Acrobat, MS Office—Powerpoint, Word, Outlook, ftp, Print on-demand software, and Workamajig. Digital Photography.
- Maintaining and supported the digital servers and digital assets-maintaining file structures for photos, logos, working and completed files. Maintained companies image database on companies intranet. Mac IT support.

Professional Experience

Freelance 2013/14, San Diego, CA.

Working through Vitamin T, The Creative Group, and Creative Circle – Production and Design for UPS Stores, Chef Works, Petco, Carling Communications, Vitro Agency, SKLZ, and Volcano Corp.

Pacific World Cosmetics, Orange County, CA.

Senior Production Artist, 11/2012 – 09/2013

Production, design, photo retouching, renderings of counter and end cap displays, packaging, ads, collateral, web banners, trade show graphics and presentations for big box retail stores including Walmart, CVS and Target stores. Brands include Bio-Oil, Trim and Fingers. Working with Brand Managers to integrate brand consistency across different platforms. Coordinating projects with the Creative Director, Brand Managers, Designers and Printers.

Bridgepoint Education, San Diego, CA.

Production/Designer, 10/2010 – 05/2012

Online education, Ashford University and University of The Rockies. Production of printed marketing materials for in-house clients. Re-branding—taking original designs through other forms of print media. Set-up a VDP web storefront for in-house clients using Printable Technologies – a marketing collateral management system. Creation of web banners and web images.

Beachbody, Direct Marketing, Beverly Hills, CA.

Graphic Designer, 04/2007 – 03/2008

Designed advertisements for National magazines – Esquire, Maxim, and Men's Journal. DVD packaging. Fitness product catalogs and collateral. Package re-branding for supplements. Design of advertising materials for web downloads.

OPI Nail Products, North Hollywood, CA.

Production Artist, Mac IT Tech, 04/1999 – 02/2006

Report directly to VP, Conceptual Product Development and Advertising Work with advertising and marketing department designing, production, preparation of mechanicals for ads, POP displays, packaging, collateral and labels for national advertising/product launches appearing in Vogue, InStyle, Glamour and trade magazines. Digital photo studio and Macintosh administrative support for creative and marketing (15-25 Mac Desktops).

Freelance 1996-2011:

Pia Communications, HD Supply, Adease Advertising, Denise Rhodes Marketing and ID+M Design in San Diego. Adlloch Advertising, Weston Mason Advertising, Guitar Center, David & Goliath Advertising, Deutsch LA, DDB LA, Ogilvy & Mather, Dentsu America, MaCann Erickson Advertising, Hauser Advertising, Pacific Healthcare, Healthnet, Grey LA Advertising, and Cahners Publishing Group in Los Angeles.

Education:

1994 – 1998 UCLA Extension, Los Angeles, CA., Certificate in Graphic Design and Computer Graphics.

2014 – SDCE. Enrolled in an Interactive Media Certificate Program.