

EXPERIENCE



◦ **Project Manager • NIKE • January 2022 – June 2025**

Collaborated with cross functional partners to develop Men/Women – Lifestyle/Performance branded apparel for global-geos. Revamped infographics via Miro & InDesign for daily duties, seasonal gates, hand-off check-points & downstream platforms. Built an interactive promotion board for AdobeMax's virtual conference. Created SOPs to streamline development processes in seasonal gates & trouble styles. Processed edits via change logs spanning Smartsheets, WorkApps, Wrike, MerchManX, Illustrator, Excel, Orion & Box. Revamped the Branded studio dashboard with infographics, graphic assets & gate resources. Designed the onboarding chart for future DSP-ETWs.



◦ **Graphic Designer • MERET SOLUTIONS • July 2020 – February 2022**

Expanded Qualtrics survey by generating reports to admin with visual assessments of student's results. Revised pitch decks for investors showcasing infographics on mental health during the pandemic. Created icons in various colors to reflect intensity of anxiety/depression as displayed on the survey. Rebranded company with a new logo, color palette, contemporary fonts & graphic assets.



◦ **Communications Coordinator • METROEAST COMMUNITY MEDIA • June 2020 – November 2021**

Relaunched website via WordPress & NeonCRM. Assembled a network of marketing tools via MailChimp, Hootsuite, Bitly, Wordpress, LinkTree, Canva, Meta, QRstudio, YouTube & NeonCRM. Managed multiple social media accounts; main profiles via Hootsuite & LinkTree to promote non-profit programs/services & video production teams YouTube & IGTV channels. Created thumbnails for projects & talkshow 'Community Hotline' to sync across platforms. Generated concept art of a vehicle wrap for Mobile Media Lab to promote digital literacy in East County. Distributed bi-weekly newsletter via MailChimp to promote upcoming classes, community resources & latest video productions.



◦ **Graphic Designer & Marketing Associate • HOMESMART REALTY GROUP • July 2019 – March 2020**

Coordinated a monthly marketing campaign market reports via mail, email & social media. Generated infographic templates to streamline the production & graphic themes. Customized listing packets for individuals with brokerage branding. Designed logos, signage, flyers & business cards & delivered final prints.



◦ **Graphic Designer & Web Developer • KNIPE REALTY ERA POWERED • February 2018 – July 2019**

Rebranded the brokerage with a new logo, colors, font, graphic assets, signage & business cards. Manufactured branded materials for onboarding/recruiting. Distributed a newsletter with market reports & brokerage updates. Scheduled social media posts via Hootsuite to promote properties. Set up e-commerce infrastructure for agents to order custom services & products. Redesigned building signage on 4 offices. Relaunched corporate website, developed recruiting page. Revamped presentations for quarterly market conferences. Developed swag such as apparel, accessories, custom doormats & home goods. Designed marketing materials for brokerage & agents for home sales.

SKILLS

Marketing : Mixmedia Campaigns, Digital/Print Ads, Mail/Email, Social Media, Print Collateral, Building/Bulk Signage

Branding : Logo Development, Digital Signatures, Stationary/Contracts, Rebranding, Style Guides: Color/Font/Graphic

Web-App : Wordpress, Wix, Squarespace, GoCentral, Wireframing, E-commerce, Microsites, HTML/CSS, SEO/SEM

Product : Merchandise, Apparel, Packaging, Real Estate Signage, Promotional Items, 3D MockUps, Handmade Book

Artist : Experimental Typography, Abstract Graphics, Canvas/Mural Painting, Tattoo Design, FilmPoster/AlbumCover

Soft : Bilingual (English/Español), Clear Communication, Detail Oriented, Team Player, Organized, Ambitious, Punctual

EDUCATION



Bachelor of Science : Graphic Design • ART INSTITUTE - HOLLYWOOD • December 2015



Certificate of Completion : Graphic Arts • REGIONAL OCCUPATIONAL CENTER • July 2010

PAST EXPERIENCE



◦ **Sales & Marketing Representative • MONUMENTAL MARKETING •** December 2017 – March 2018

3rd party marketing/sales for major internet & cable providers throughout the Pacific Northwest. Canvased residential markets in Vancouver/Longview, WA & promoted merchandise in malls across Beaverton/Cornelius, OR.



◦ **Web Designer • PTTOW •** January 2017 – April 2017

Designed the 'Registration' & 'Partners' webpages of the Worldz annual summit & generated thumbnails for keynote speakers.



◦ **Graphic Designer & Web Developer • YURZ •** August 2016 – February 2017

Created websites with embedded MLS (Multiple Listing Service) for realtors nationally. Marketed properties by geo-targeting them via social media & scheduled posts at peak times across timezones. Generated/Distributed social media content to all accounts between listings. Developed wire-frames for future microsite templates. Designed logos for realtors & company when it rebranded from 'Yurz' into 'Promote'.



◦ **Graphic Designer & Marketing Associate • VIRAL MUSIC MEDIA •** April 2016 – August 2016

Designed album covers & copyright press releases for promotional singles on social media & streaming platforms. Developed subscription boxes for TRUE Magazine & Golf Pro products. Created pitch decks for recruiters, revised ads/art for clients & scheduled social media posts for multiple accounts via Hootsuite. Distributed a daily email newsletter for RnB Magazine via MadMimi. Coordinated a guerrilla photoshoot for a clothing line & edited the promotional images.

AIGA ◦ **Graphic Designer • AMERICAN INSTITUTE OF GRAPHIC ARTS •** January 2015 – September 2015

Interviewed multimedia-urban artist WRDSMTH & shadowed his creative process. Edited my article & laid out the piece to highlight the Q/A & process images. Created a 3D coffee table book via wood-burning, wheat-paste & bookbinding



◦ **Communications Intern • KPFK 90.7 FM •** January 2014 – June 2014

Shadowed radio hosts, logged all tracks DJs played & re-uploaded to the website. Coordinated with advertisers & recruited vendors to participate in the annual Anarchy Book Festival. Assembled booths & redirected traffic via signage & radioing other interns.



◦ **Photography & Graphic Design Intern • FOTOGRAFIA DEL SOL •** January 2010 – June 2010

Translated requirements for clients/staff who didn't speak English/Spanish fluently. Designed wedding invitations, memorial cards & graduation announcements. Prepped documents for printers & delivered products to clients. Assisted on studio & event photoshoots: weddings, quinceañeras, funerals, school yearbooks. Photographed headshots for passports & visa applications.

PLATFORMS

Management: Smartsheets, LucidChart, WorkApps, MindNode, Monday, Mindly, Things, Asana, Wrike, Drive, Miro

Social: Facebook, Instagram, SnapChat, Pinterest, BeHance, YouTube, LinkedIn, Threads, MeetUp, Reddit, TikTok, X

Office: Microsoft_PowerPoint/Excel/Word, Google_Sheets/Forms/Slides/Docs, Apple_Numbers/Keynote/Pages

Creative: Adobe_Illustrator/InDesign/Photoshop/Acrobat/AfterEffects, NounProject, ProCreate, FontLab, Canva

Marketing: ConstantContact, QR Code Studio, MailChimp, MadMimi, Hootsuite, LinkTree, BeePro, Bitly, Linq

E-commerce: Quickbooks, GooglePay, ApplePay, Expensify, CashApp, Shopify, Square, Venmo, PayPal

Web-App: Dreamweaver, Squarespace, Wordpress, GoCentral, GoDaddy, Sublime, Google, Wix

Nike: MerchManX, WorkVivo, Qualtrics, .Swoosh, Zunos, Orion, Zero, Miro, Box, D6

Communication: TeamViewer, Qualtrics, Outlook, Acuity, Gmail, Zoom, Slack