



◦ **Digital Studio Producer • NIKE • January 2022 – NOW**

- Covered branded dimensions across Men-Women Lifestyle-Performance including ACG, SB, GFB, NRG, Run, Yoga, Kids, Fitness, Bras, Leggings.
- Collaborated with various cross functional partners to develop branded lifestyle & performance sports apparel to sell across the global market.
- Revamped infographics & flowcharts via Miro & InDesign to relay daily duties, seasonal gates, hand-off check-points & downstream platforms.
- Processed edits for dimensional styles via change logs that span Smartsheets, WorkApps, Wrike, MerchManX, Illustrator, Excel, Orion & Box.
- Built an interactive Miro board to promote the AdobeMax virtual conference to teammates throughout DPC (Digital Product Creation) studio.
- Created SOPs for cross functional partners to streamline development processes of branded apparel in seasonal gates & specialized styles.
- Designed the onboarding Miro board for incoming DCL/IA (Digital Creation Lead/Image Artist) contractors who join the DPC studio.
- Revamped the Branded studio dashboard with dynamic infographics, interchangeable graphic assets & active gate resources.
- Designed a logo for the SIP team (Studio Innovation Projects) to be used on internal newsletters, team updates & surveys.
- Coordinated a coloring contest to collect & repurpose pieces in a mural that was installed across the studio's hallways.
- Distributed surveys via Qualtrics & Miro to collect feedback/updates on various projects & seasonal retrospectives.



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

- Expanded on the Qualtrics survey by generating a report to school admin with visual assessments of their student's results.
- Revised pitch decks for investors that showcased funding goals with infographics on mental health during the pandemic.
- Created icons in various color schemes to reflect the intensity of anxiety/depression a student displayed on the survey.
- Rebranded the company with a new logo, color palette, contemporary fonts & graphic assets to use interchangeably.



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

- Relaunched the website via WordPress & NeonCRM (external team) by collaborating with department leads to approve verbiage & graphics.
- Collected, Edited & Tagged media for the new DAM (digital asset management) categorized by marketing purpose, content & departments.
- Designed & installed Covid-19 policies & signage through the studio for staff & patrons at a rapid rate based on local safety legal policies.
- Managed the video production teams YouTube & IGTV channels & created thumbnails for their projects that synchronized across platforms.
- Created promotional artwork for the flagship talkshow 'Community Hotline' to highlight local nonprofits within our branding standards.
- Assembled a marketing network via MailChimp, Hootsuite, Bitly, Wordpress, LinkTree, Canva, Meta, QRstudio, YouTube & NeonCRM.
- Managed multiple social media accounts via Hootsuite & LinkTree to promote the non-profit programs & for-profit services respectively.
- Generated concept art of a vehicle wrap for the education departments Mobile Media Lab to promote digital literacy in East County.
- Distributed a bi-weekly newsletter via MailChimp to promote upcoming classes, community resources & the latest video productions.
- Built social media & digital templates to promote upcoming events, programs, services & portfolio with consistent branding.



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

- Coordinated a monthly marketing campaign with agents to share market reports via mail, email & social media.
- Generated infographic templates to streamline the production process of updating numbers & graphic themes.
- Redesigned the listing packet with brokerage branding & customized materials for individual agents to resell.
- Designed custom logos, signage, flyers & business cards for agents & delivered final products from printers.



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

- Rebranded the brokerage after the ERA merger with a new logo, color palette, contemporary fonts & graphic assets.
- Developed sweepstakes via ConstantContact/GoDaddy to engage agents via social media challenges & win prizes.
- Collaborated with local printers to manufacture branded merch/materials to use when recruiting & onboarding.
- Distributed a bi-weekly newsletter with the latest market reports & highlighted brokerage updates/sweepstakes.
- Managed the social media accounts & scheduled posts via Hootsuite to engage agents & promote properties.
- Updated the stationary, office displays, contracts, legal documents & employee materials with new branding.
- Set the infrastructure for the new e-commerce system where agents can order custom services & products.
- Developed a myriad of marketing materials for the brokerage & agents to be distributed across 4 offices.
- Relaunched the corporate website, developed a recruiting page & redirected vanity URLs to agents sites.
- Revamped presentations for the CEO & Principal Brokers to use at the quarterly market conferences.
- Prepped the stage at Lake Oswego theater with our merch & set up cameras to livestream events.
- Assisted on photoshoots for Realtor headshots & digital property tours for high value properties.
- Developed swag to sell online such as apparel, accessories, custom doormats & home goods.
- Created physical/digital banners for company events, industry classes & active home sales.
- Redesigned the building signage for all 4 offices in Salem/Portland, OR & Vancouver, WA.
- Designed marketing materials such as listing packets & mailers abiding state regulations.
- Designed custom logos, signage, flyers & business cards for agents via the online store.

EXPERIENCE – CONT'D



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

- Provided 3rd party sales & marketing for major internet & cable providers throughout the Pacific Northwest.
- Canvased clients for AT&T, DirectTV & CenturyLink via new residential markets in Vancouver/Longview, WA.
- Promoted Xfinity-Comcast merchandise & pamphlets in malls throughout Aloha/Cornelius/Beaverton, OR.



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

- Recruited by Creative Circle to create websites for corporate events throughout California.
- Designed the registration & partners webpages of the forthcoming Worldz annual summit.
- Generated thematic thumbnails for keynote speakers from Marvel, Samsung, Teavana, etc.



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

- Created websites with embedded MLS (Multiple Listing Service) for real estate agents nationally.
- Provided marketing services by geo-targeting the properties on MLS, social media & microsites.
- Developed wire-frames for new webpage/microsite templates to offer clients upon subscribing.
- Generated social media content to be distribute at mass to keep profiles active between listings.
- Managed multiple social media accounts & scheduled posts at peak times across timezones.
- Designed logos for clients who subscribed to a multiyear plan & paid for additional services.
- Designed the company's new logo when it rebranded from 'Yurz' into 'Promote'.



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

- Designed artwork for digital singles & album covers to promote on social media & streaming platforms.
- Developed a subscription box for TRUE Magazine promoting urban streetwear & Golf Pro products.
- Created pitch decks for recruiters to use when canvassing new musicians to promote via our outlets.
- Revised ads/art for clients to promote their product/project through our magazines 'TRUE' & 'RnB'.
- Scheduled social media posts for multiple accounts via Hootsuite & raised traffic on our websites.
- Copyright & distributed press releases for musicians promotional singles via blogs & magazines.
- Curated a daily email newsletter for RnB Magazine via MadMimi & embedded our clients music.
- Coordinated a guerrilla photoshoot for a clients clothing line & edited the promotional images.

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

- Interviewed multimedia-urban artist WRDSMTH about his creative process, motivation & shadowed as he created a new piece.
- Worked with an editor to revise my article & laid out the editorial piece to include the Q/A & images of his recent works.
- Created a 3D coffee table book via wood-burning, wheat-paste & bookbinding to showcase WRDSMTH's latest pieces.



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

- Shadowed radio hosts, logged all the tracks the jockeys played & re-uploaded them to the website in real time.
- Coordinated with advertisers & recruited local vendors to participate in the annual Anarchy Book Festival.
- Helped assemble booths & redirected foot traffic using handmade signage & radioing with other interns.
- Answered calls & accepted donations during our monthly fund drives with radio subscription members.



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

- Translated project specs & requirements between the clients & staff members who did not fluently speak English/Spanish.
- Designed wedding invitations, memorial cards & graduation announcements for various clients under tight deadlines.
- Prepped documents for independent printers & delivered the final products between the studio & our clients.
- Assisted on photo shoots within the studio & private events such as weddings, funerals & quinceañeras.
- Photographed & edited images for passports, headshots, school yearbooks & visa applications.

EDUCATION



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



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



◦ High School Diploma : AP College Prep • **WEST HIGH SCHOOL** • June 2011