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ART DIRECTOR • SENIOR GRAPHIC DESIGNER • DIGITAL ARTIST

Profile: Highly creative graphic designer with an impressive agency background with the vision & professional capacity to breathe new life into any event, project, or business.

- A designer who is agency trained, deadline driven, team focused & ready to hit the ground running.
- Focused, detail-oriented design specialist well versed with the latest graphic technologies and tools.
- Successfully designed for Cisco, Google, Facebook, the NFL, the NHL on many other high-profile clients.

Core Skills and Competences

- Digital & Print Graphics
 - Social Media Ad Design
 - Large-Scale Printing
 - Icon Design / Logo Design
 - Illustration & Design
 - Marketing & Branding
 - Vendor/Project Management
 - Tradeshow & Event Design
 - YouTube Thumbnail design
 - Branding
 - Deadline-Driven
 - Video Editing
- **Computer Skills:** Adobe Illustrator, Premiere Rush & Pro, Photoshop, InDesign, Keynote,
 - CADtools, Basecamp, Microsoft Word, Powerpoint, Google Slides, Google Docs

Professional Experience

Contract Art Director (Mar 2020-Current)

Ongoing design services for a number of clients;

- ✓ **Elebrand, lfg**, Los Angeles, CA; Contract designer producing environmental graphics for restaurants trade-shows & colleges.
- ✓ **Pyramid Hotel Group & Doubletree Berkeley Marina**, Berkeley, CA; Designed, managed permanent & temporary signage, menus & social media ads.
- ✓ **Bernard Ranch**, Riverside, CA; Designed new branding including logo, swag & website.
- ✓ **Highway 80/F Street Dispensaries**, Davis, CA; Designed campaigns, billboards, print & social media.

George P. Johnson Experiential Marketing, San Francisco, CA -**Contract Graphic Designer** (Mar 2022-Nov 2022)

Designed print and digital media, activations, booths for the Indeed event in NYC.

MKTG Marketing Agency, San Francisco, CA - **Senior Graphic Designer** (Oct 2019-Nov2020) (Nov 2017-Mar 2018)

Managed designers, project makers and print vendors, effectively directing an internal cross-functional team to full project completion. Significantly contributed to all event graphics, creating a template that included naming and filing systems as well as server management. Managed color and photos for large-scale prints, engaging in their prompt and accurate production and installation. Developed documents and guides for installation crews.

- ✓ Fulfilled a key role in the event's success (GMS18 & 20), ensuring high client/agency satisfaction.
- ✓ Illustrated 8-bit backgrounds for Ally Bank online racing game.
- ✓ Created digital and environmental concepts/designs for HOKA running shoes events (postponed in 2020).
- ✓ Developed 2D headers/banners and digital graphics for the Air Force's Advanced Manufacturing Olympics.

Sparks, San Francisco, CA - **Senior Graphic Designer** (Oct 2018-May 2019)

Worked with internal groups from Salesforce & Google on multiple branded media & physical tradeshow booths

- ✓ Established relationships with both internal design, marketing & branding departments.

BOX, Redwood City, CA - **Senior Graphic Designer** (Apr 2018-Oct 2018) (Jun 2017-Oct 2017)

As a contractor of the Creative Group, collaborated with various internal/external groups on providing proficient event and graphic design services, also delivering structured project direction.

- ✓ Art directed both BoxWorks17 & 18 events designing social media ads and environmental designs.



Professional Experience - Continuing

JACK MORTON WORLDWIDE, San Francisco, CA - *Graphic Designer* (Mar 2017-Jun 2017) (May 2019-Aug 2019)

Successfully managed all operations related to visual and graphic design for the Multiple Google projects and DockerCon17 conference, jointly with producers, designers, and project managers.

- ✓ Created scaled templates, print-ready production files, booth & theater designs and illustrated backdrops
- ✓ Designed video and web graphics, wall graphics and marketing collateral for top client.

MOSS SPORTS, Berkeley, CA - *Senior Graphic Designer* (Sep 2015-Mar 2017)

Created & managed designs for branded environmental graphics (special events & installations/light boxes).

- ✓ Produced large-scale drawings based on building/stadium specifications for the NFL and NHL.

GEORGE P. JOHNSON EXPERIENCE MARKETING, San Francisco, CA - *Art Director* (Mar 2015-Sep 2015)

Directed all art and design activities for CISCO GSX Conference, developing and implementing digital graphics and environmental materials across 6 casinos in Las Vegas, NV.

MOSS SPORTS (FLYING COLORS), Berkeley, CA - *Associate Art Director* (May 2008-Mar 2015)

Fulfilled a broad spectrum of responsibilities, from graphic designs and building-scaled drawings to branding and logo design.

- ✓ Managed/produced color tests, environmental branding, presentations, & texture design.
- ✓ Produced large-scale drawings based on building/stadium specifications for events include multiple NFL Super Bowls, NHL Winter Classics, Tostitos Fiesta Bowl.
- ✓ Extensively engaged in website presentations, illustration, & pre-press setup.
- ✓ Managed hundreds of print files with third-party vendors.

Education

UNIVERSITY OF CALIFORNIA, DAVIS - Bachelor of Science in Design

Professional Training / Certification

UNIVERSITY OF CALIFORNIA, Berkeley Extension - **Certificate in Marketing (2-year program)**
SAN FRANCISCO STATE MULTIMEDIA CENTER - **Completed Training Course**

Professional Membership/Conferences

AIGA - American Institute of Graphic Arts
Adobe Max 22, 21, 20, 19 & 18

Career Synopsis - Selected Accomplishments

- Recent Projects include Indeed's **FutureWorld**, **Facebook GMS**, **HOKA Running Events**, **ALLY Bank 8-bit racing Game** illustrations & **Advanced Manufacturing Olympics AMO** (Virtual Air Force event).
- Provided full spectrum of design services for **BoxWorks 17 & 18 San Francisco events**.
- Led design efforts in numerous high-profile sport events for **NFL SuperBowl** (XXXVI, XXXVII, XXXVIII, XLIV).
- Successfully designed for **Bridgestone NHL Winter Classic** (2011, 2012, 2014, 2015, 2016, 2017).
- Won numerous internal awards for outstanding design & teamwork as an in-house **Chevron** designer.