

## PROFESSIONAL OVERVIEW

Designer with over 5 years professional experience specializing in multimedia graphic arts and print design. Graphic design professional experience includes website and print layout using Adobe Design Suite. Industry experience in photography, e-commerce, marketing, weddings, advertising, printing and web design. Extensive knowledge of professional photography and photo editing/manipulation for print and multimedia. 3D digital scanning and cleansing expertise, with training in 3D modeling in Maya.

## EDUCATION

Bachelor of Arts in Sociology	University of California, Los Angeles	March 2003
Bachelor of Arts Minor, Design   Media Arts	University of California, Los Angeles	March 2003

## LANGUAGES

Spanish - 5 Years Written and Conversational, Intermediate level  
Thai - Conversational, Native/Intermediate level

## TECHNICAL SKILLS

Expert: Adobe Photoshop CS3, Adobe Illustrator CS3, Adobe Indesign CS3, QuarkXPress 6, Adobe Dreamweaver CS3, Silverpop Email Marketer  
Intermediate: HTML, Macromedia Flash 8, Macromedia Fireworks 8  
Basic: QuickTime VR Authoring Studio, Cyberware CyScan, Final Cut Pro, Avid Pro Tools LE, Paraform, Freeform, Maya 5, Java, C/C++  
Platforms: Windows 98/ME/2000, Mac OS X, Microsoft Office XP

## EXPERIENCE

Pictage, Inc. Torrance, CA 2003 to 2007

### Senior Graphic Designer

- Role: Develop company's visual strategy, marketing design concepts and style guidelines to provide compelling and consistent packaging.
- Responsibilities: Work closely with product managers and directly under Senior VP of Marketing & Sales to understand and translate design needs into powerful communication collateral, including creation and layout of press releases, sales materials, email marketing, newsletters, magazine advertisements, company presentations and displays, product development and web content and partner marketing materials.
- Major Projects: Redesign of company logo, as well as project management of company-wide branding update and the associated redesign of client and consumer-facing interfaces. Facilitate client community through effective incentive promotions, regional user group meetings and the development of an interactive client community site.
- Supplementary roles: Aide in building and recruiting for Marketing Communications team. Develop multimedia such as video, RSS, podcasts, and blogs to increase user stickiness on community website.
- Key wisdoms: Expanded knowledge of photography and print, as well as grasp of the wedding industry on both the consumer and vendor levels. Proficiency with working in a fast-paced environment and fast-growing company, mastering ability to multi-task, and intensive workload in order to meet multiple deadlines.

Freelance Los Angeles, CA 2001 to present

- Roles (various): Designer of company branding, promotional collateral and website design. Marketing, business development and artistic consultant. Associate producer; costume designer; photographer assistant.
- Responsibilities: Design, storyboarding, animation, navigation of clients' websites, custom wedding album design, photography, photo retouching, production of video commercials and broadcasts; creating client-facing materials such as promotional flyers and brochures.
- Major Projects: Image editing and design of custom albums, website design and tradeshow booth architecture design, holiday promotion email campaigns, conception and execution of business development strategies; creation of style guides, writing/design/email distribution of newsletters to help clients maintain strong relationships with their clientele.
- Clients: RedblazeDesign, Tina Photographers, Sara France Photography, Gerson Photography, World Wide Packets, Inc., Jeff Cole Productions, Subimo/WebMD, RP Marketing Communications, Hawaii SportsComm, Floral Works Online, S&R Originals, Surf & Sand Resort, Maderas Golf Club, Rancho Bernardo Inn

Nexus Digital Studios Culver City, CA 2000 to 2003

### Digital Scan Specialist - Internship

- Operator of highly developed Cyberware 3D scanning equipment of both full body and model objects.
- Trained in the clean up and development of scanned and computer generated models.
- Implemented training course for new recruits.
- 3D model preparation and wireframing for animation.