

EXPERIENCE

SCENTCO

GRAPHIC DESIGNER (JAN 2022 - PRESENT)

- Create custom illustrations, packaging design/dielines, digital product mock-ups, website, e-commerce and e-mail blast graphics for toy and stationery products
- Accelerate process for preparing production ready files, establish design templates and proofread files
- * Manage junior designer by providing feedback and facilitate training for a smoother onboarding process

LOPEZ ENGINEERING

MARKETING COORDINATOR (SEPT 2020 - JULY 2021)

- Elevated branding and marketing materials including: website, proposal booklets, brochures, business cards and fact sheets
- Assisted with writing new business proposal responses, while coordinating with team members to meet strict submittal deadlines

EVENT NETWORK

GRAPHIC DESIGNER (FEB 2018 - MAY 2020)

- Worked in-house with a small team in a fast-paced environment creating custom products for boutique gift shops in cultural attractions
- Designed custom vector illustrations to be printed on various products, ranging from screen-printed apparel and sublimated accessories
- Mocked up product on lookbooks for client approval, while preparing art files for vendor production in various file formats
- Collaborated with Purchasing, Operations, and Vendors on products from conceptualization to delivery

ULSAN SOUTH KOREA OFFICE OF EDUCATION

GUEST ENGLISH TEACHER (AUG 2015 - FEB 2018)

- Taught English to students (grades 3-6) in a public elementary school, while working alongside a native Korean teacher and adapted quickly to a foreign culture
- Executed engaging lesson plans to teach English language, while facilitating cultural exchange of American culture among students

CRAFTY PRODUCTIONS

GRAPHIC DESIGNER (FEB 2014 - JULY 2015)

- Edited/retouched images for product packaging and marketing graphics
- Maintained daily communication with international factories to approve artwork and packaging

PACIFIC SUNSET APPAREL (HANG TEN)

GRAPHIC DESIGNER (MAR 2012 - OCT 2013)

- Created graphics for apparel and accessories, while keeping company brand consistent
- Designed apparel technical packages that include garment color combinations, fabric specifications, embroidery/print details and overall measurements

MOTSENBOCKER'S ADV. DEVELOPMENTS

GRAPHIC DESIGNER (SEPT 2010 - MAR 2012)

- Worked closely with business owner, marketing manager and sales team to develop marketing collateral, trade show displays, packaging design and in store displays
- Prepared artwork files for prepress with concise printing guidelines

EXPERIENCE (CONT.)

ALTERNATIVE STRATEGIES

JUNIOR DESIGNER (DEC 2011 - JAN 2012)

- Worked under the direction of a Senior Graphic Designer to create graphics for restaurant clients
- Researched current social media trends on Facebook in order to enhance each client's online presence

EDUCATION

VISUAL ELEMENTS OF USER INTERFACE DESIGN

CALIFORNIA INSTITUTE OF THE ARTS (DEC 2021)

Coursera program on applied UX/UI concepts including: project scoping, user segmentation, building interfaces, defining brand colors and styles, creating differentiated look and feel, creating visual libraries, user testing, wireframing and high-fidelity mockups

BACHELOR OF ARTS, GRAPHIC DESIGN

SAN DIEGO STATE UNIVERSITY (2004 - 2008)

TECHNICAL SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom
- Google Workspace
- Microsoft Office: Word, Excel, Powerpoint
- Solid understanding of HTML/CSS
- Squarespace
- Product Development
- Apparel Design
- Image Retouching
- Portrait Photography (Canon DSLR)
- Wacom tablet
- Ipad: Procreate

CONTACT

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REFERENCES

CONTACT ME FOR A LIST OF A FEW OF MY HAPPIEST COLLEAGUES AND EMPLOYERS!