



# Das.

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**Dasire'e Pangelinan Norman**

(she/her)

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## Experience

### Graphic Designer

Lucy in the Sky inc. - Los Angeles

Sept 2022 - Feb 2023 | 6 MO.

- Developed redesigned logos, icons, and other graphics for websites, newsletters, and other printed materials.
  - Produced designs, concepts, and sample layouts utilizing layout principles and on-brand design.
  - Utilized Adobe Creative Suite applications, specifically InDesign, Photoshop, and Illustrator, to create graphics for multiple product lines, marketing campaigns, web applications, and social media campaigns.
  - Collaborated with the marketing team to create visuals for product campaigns and other digital platforms.
- Monitored and tracked the progress of projects to ensure accurate and timely delivery.

### Brand Manager

Dasire'e Co. - International

Sept 2018 - Present | 3 YR.

- Demonstrated ability to handle multiple projects simultaneously while maintaining organizational skills
- Developed customized plans tailored to the client's specific goals and objectives
- Applied an authentic, organic branding strategy to understand consumer needs through metrics and market research
- Delivered comprehensive brand strategy, design, campaign management, advertising, marketing, video, social media, and other promotional support services
- Successfully created 5 non-templated websites using Webflow, WordPress and Wix

### Social Media (SM) Manager

Mazal Group - Chatsworth, CA

Dec 2018 - Aug 2019 | 8 MO.

- Responsible for the creative direction of 7 brands for the company's cosmetic vertical
- Create a comprehensive grid template for effective social media streamlining
- Collaborate with design departments for the creation of social posts
- Development and implementation of social media posts on all platforms
- Increase customer engagement through designing social content for branding
- Utilize analytics for increasing customer engagement and conversion

### SM Marketing Specialist

Division of Student Affairs, CSUEB

Sept 2016 - June 2017 | 10 MO.

- Produce branding videos content for campus Student Affairs department
- Built social media profiles for promotion of branded content
- Successfully increased engagement for departments and individual stakeholders

### Designer & Operations Associate

Oakland Digital Arts & Literacy Center

Jul 2015 - Dec 2015 | 6 MO.

- Collaborated with community partners and donors for anyway fundraising gala
- Success story design attendee print collateral which included advertising
- Assisted with things to do activities community outreach and social engagement

## Education

California State University East Bay

B.A. Art - Multimedia

Minor International Studies

Fall 2017

## Skills

Illustrator & Canva  
InDesign & Premiere Pro  
Graphic Design  
HTML & CSS

Brand Development  
Microsoft Suites  
Social Media Marketing  
Content Marketing

Video Editing  
Photography  
Animation  
Motion Graphics

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