
SKILLS**Strong Working Knowledge of:**

Brand identity and strategy, typography, research, product styling/photography, Photoshop, InDesign, Illustrator, Keynote, PowerPoint, Google Slides.

Familiar with:

HTML, CSS, AfterEffects

Languages:

English and Spanish

Volunteerism

IntersectLA at CSUN
AIGA Los Angeles Chapter
AIDS/LifeCycle Rider
Center Ride Out Rider
Aviva Center with LA Works

EXPERIENCE**Self-Employed**

Jan '25-Present

Graphic Designer

Clients of note: Siemens, Inclusive Action, Trimble, Creator Up.
I've worked on various projects, including branding guidelines, logo systems, presentation decks, brochures, Digital PDP.

Winter Design Studio

July '21-Dec '24

Graphic Designer

- Developed wine label concepts and packaging designs for sales pitches to national retail and grocery brands, including Kroger, Target, Trader Joe's, Total Wine & More, Costco, and other major retailers.
- Collaborated directly with clients to develop creative concepts for point-of-sale collateral, translating brand strategies into compelling designs and delivering print-ready files.
- Created digital marketing assets, including motion graphics, website advertisements, social media campaigns, and digital posters.
- Conceptualized, styled, and photographed products for seasonal advertising campaigns, retail initiatives, and new product concepts.

Ari Jogiel

Dec '20-June '21

Jr Graphic Designer

- Partnered with Web Developer to create the company's website with optimized SEO and updated branding assets.
- Worked with new fashion lines on their wordmarks and develop branding concepts.
- Edited and conceptualize content for Ari Jogiel's social media channels to highlight new brand's and product launches.

InterContinental Los Angeles

June '14-July '16

Marketing Coordinator

- Designed the logos for hotel restaurant and lobby lounge.
- Designed sales collateral, signage, restaurant menus, and trade show assets.
- Managed social media channels and content.
- Created and implement campaigns for hotel and restaurant discounts and packages.

EDUCATION

Aug 18 - June 20

California State University of Northridge

B.A. Arts - Emphasis on Graphic Design

Aug 16 - June 18

Los Angeles City College

General Education