

Oh, hi! I'm Darin Camponuevo.

I'm a graphic designer who wants to explore how the design and production of visual ephemera can be used as a tool to advocate for «progressive», {equitable} and [sustainable values]. I express these values through an array of unique and logical visual strategies.

Contact

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Skills

Identity systems
Print and publication
Packaging design
Web and mobile
Typography
Design research

Tools

Illustrator
InDesign
Photoshop
Lightroom
Readymag
Figma
After Effects
Blender

Education

FALL 2017 – FALL 2020

Santa Monica College

- Transferred with an Associate of Arts, Liberal Arts: Arts & Humanities (Honors)

SPRING 2021 – SPRING 2023

Otis College of Art & Design

- Graduated with a Bachelor of Fine Arts in Communication Arts (with Emphasis in Graphic Design) in Spring 2023 with a 3.94 GPA

Work Experience

2024 – PRESENT

Rarebird LLC, Lead Graphic Designer

- Responsible developing and strengthening brand assets, including banners and marketing booklets, across multiple and diverse categories
- Developed new and optimized SOPs, workflows, and file management structures for all printing production
- Provided creative direction and complete designs for clients looking for new label and packaging designs

2020 – 2024

AVFIGURES, Design Team Lead

- Responsible for managing and optimizing artwork for printed products
- Self-initiated identity redesign project based on competitor research and social media engagement statistics
- Solely designed new logos, social media layouts, profile personalization, website assets, packaging design, business cards, product photography and pioneered new digital rendering strategies
- Developed comprehensive identity guidelines in order to create a path for future designers to make new visual assets

Projects

2023

Transparent Redactions

- Developed working methodologies and research strategies to create a self-directed visual project proposal to publish in the real world.
- Designed an alternative print publication and website discussing the nature of political propaganda.
- Worked with experimental print processes to produce copies of my publication for free and public distribution.

2022

Center for the Study of Political Graphics

- Engaged in qualitative and visual research for the CSPG organization in order to begin iteration on new visual directions.
- Developed a system that represents the mission, values, and goals of CSPG.
- Designed web and print applications using that system and developed an identity guidelines document.

First Declaration of the Lacandon Jungle

- Researched the Zapatistas in order to create a campaign with a web and print visual application.
- Developed a new visual language through functional, contextual and methodological design choices.
- Designed an open-source posterzine print design and mini website utilizing the developed visual language.