

DARIN CAMPONUEVO

I'm a graphic designer who wants his work to contribute to something greater than himself. My work is logic-driven, highly organized, and detail-oriented.

Contact

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darincamponuevo.com
415.734.8666

Digital Skills

Identity systems
Print design
Packaging design
Prepress production
UX/UI design
Web development
Typography
Design research
Spreadsheets

Software

Illustrator
InDesign
Photoshop
Lightroom
After Effects
Webflow
Figma
Readymag
Spline
G-Suite

Soft Skills

Problem-solving
Organization
Adaptability
Self-motivation
Critical thinking

Education

SPRING 2021 - SPRING 2023

Otis College of Art & Design

- Bachelor of Fine Arts in Communication Arts (Emphasis in Graphic Design)

FALL 2017 - FALL 2020

Santa Monica College

- Associate of Arts, Liberal Arts – Arts & Humanities (Honors)

Work Experience

MAY 2024 - PRESENT

Lead Graphic Designer, Rareblrd

- Provided creative direction and production-ready artwork for clients looking for label, packaging and wide-format print designs.
- Responsible for strengthening and developing new brand assets, including business cards, postcards, banners, booklets, decorative wall wraps, and the business' website.
- Developed a design & marketing proposal to resolve brand pain points by visually refreshing the brand, designing high-quality social media campaigns, efficiently scheduling those posts, increasing audience engagement through utilizing current trends, and optimizing SEO.
- Worked in prepress production to receive client print assets, make technical adjustments for digital press printing, organize print jobs, and create workflows in HP PrintOS Production Pro.
- Developed comprehensive spreadsheets for different production teams to plan, time, and organize all jobs.
- Implemented improved standard operating procedures (SOPs), file naming conventions, and folder structures for all production files.

DEC 2020 - FEB 2024

Design Team Lead, AVFIGURES

- Optimized digital artwork for print production and designed artwork for new printed products on a day-to-day basis.
- Initiated re-brand project based on competitor research and social media engagement statistics which led to an updated visual identity with a detailed brand book.
- Designed new logos, social media layouts, motion graphics, website assets, packaging, and business cards. Provided creative direction for product photography and helped develop new product renders.
- Created a variety of social media assets including, but not limited to posts, stories, short-form videos, streams etc. for multiple platforms such as Instagram, Youtube, Discord, and Whatnot.

Awards & Certifications

FEB 2024 - FEB 2025

- Webflow 101 Certification

SPRING 2021 - SPRING 2023

- Otis Presidential Scholarship