

SUMMARY	<p>A skill set that involves more than sketching, design and production, it also includes marketing and business strategy. Concentration on the overall goals of the client to get a firm understanding of their needs, leading to compelling visuals through the use of typography, color, and images that frame the message with a persuasive call to action.</p>
SOFTWARE SKILLS	<ul style="list-style-type: none"> ■ Adobe InDesign ■ Adobe Photoshop ■ Adobe Illustrator ■ Adobe Acrobat ■ Wordpress ■ Adobe Premiere ■ MS Word ■ MS Excel ■ MS Powerpoint ■ HTML/CSS
FREELANCE CLIENTS	<p>SAN JOSE MULTICULTURAL ARTISTS GUILD (SJMAG) SAN JOSE, CA PRESENT FREELANCE As a small nonprofit SJMAG needs to gain support from the community, business sponsors and national funders to successfully continue offering community events and performances.</p> <p>Provide affordable branding, advertising, graphic design, photography, video and web services to promote the annual Día de los Muertos event. Used Adobe Indesign, Photoshop, Illustrator, Premiere, Audition, Wordpress, and a HTML editor to design marketing collateral including: Event Calendar, Website, ads for print and online, culminating in an event video used for gaining business sponsorships and funding. Gained over 25% more in funding and business sponsorships. Increased support from City of San Jose, community volunteers and expanded target audience.</p> <p>HEAVENLY ROADSIDE CAFE SCOTTS VALLEY, CA SEPT. 2016 to NOV. 2016 FREELANCE Designed and developed a website for Heavenly Roadside Cafe located in Scotts Valley, CA. Using a Wordpress theme I worked with the owners to complete an elegant website that was easy for customers to use and easy to navigate.</p> <p>SHEKINAH TRIBAL BELLYDANCE SANTA CRUZ, CA FEB. 2016 to JUNE 2017 FREELANCE Provide affordable marketing, branding and advertising service. Designed logo and created promotional material. Used video and photography to help market performances. Saved the dance troupe over \$1,600 in design, photography, marketing and production costs.</p> <p>SILICON VALLEY BALLET SAN JOSE, CA APRIL 2016 to MAY 2016 FREELANCE Provide affordable design and production service. Produced marketing collateral for stage performances, including posters, programs and postcards. Saved the organization \$2,500 in design and production costs.</p>
CONTRACT	<p>GDH CONSULTING SAN JOSE, CA MAR. 2015 to MAY 2015 PRESENTATION SPECIALIST Redesign Powerpoint presentation for better impact. Designed Powerpoint template to current industry standard design styles that are in line with client's branding style guide requirements. Gained audience approval through a better understanding of client's processes and technologies.</p> <p>AMAZON LAB126 SUNNYVALE, CA MAR. 2013 to JAN. 2015 SENIOR GRAPHIC DESIGNER</p> <ul style="list-style-type: none"> ■ Video Production Educate Amazon Lab126 executives on the complexities of producing the Kindle Book. Directed, filmed, and edited a 15-minute video, using Adobe Premiere for editing and After Effects for animation, explaining the process of what it takes to produce a Kindle. Gained major support from executive stakeholders in Seattle, China and Europe and video was also used to help train new employees during onboarding. ■ Amazon Intranet Maintaining departmental web pages was becoming too expensive and time consuming. Trained employees how to update their department's Sharepoint web pages and provided troubleshooting help. Saved time in keeping web pages current and employees learned how to maintain their own web pages. ■ Graphic design Outsourcing internal MarCom collateral was too expensive and turn-around time was too long. Provided an in-house graphic design service using Adobe Indesign, Photoshop, Illustrator, Powerpoint and TextMate to quickly create newsletters, posters, handouts, HTML Email and other MarCom materials in a timely manner.

<p>CONTRACT</p>	<p>VINO PRIMA WINE BAR SANTA CRUZ, CA OCT. 2012 to DEC. 2012 WEBSITE DESIGN Expand customer base using website. Facilitated marketing strategy meeting with owners and staff to define marketing plan that emphasizes strategies to increase customer base using website. Used Photoshop and Wordpress to redesign existing website to align with marketing plan. Increased customer base by 20% and saved the company over \$3,600.00 in marketing, design and production costs.</p> <p>LEVI STRAUSS SAN FRANCISCO, CA JAN. 2012 to OCT. 2012 GRAPHIC DESIGNER Producing the Outlet Blue Book Retail Manual and Standard Guide was taking 5 weeks. Designed templates using Indesign and Photoshop action scripts for the production of the Standard Guide and the Outlet Blue Book used by retail employees for displaying merchandise. Wrote instructions for the workflow process and trained staff how to use the templates. Increased the production of the Standard Guide and Outlet Blue Book by 30%.</p> <p>AMAZON.COM SEATTLE, WA APRIL 2011 to NOV. 2011 GRAPHIC DESIGNER Provide in-house graphic design service. Designed packaging for DVDs & CDs; created and formatted navigation menu buttons for DVD videos. Used web-based tools to update client on the design progress, made requested changes in real time and finalized the design. Increased production of print-on-demand orders by 25%.</p> <p>CREATESPACE SCOTTS VALLEY, CA MAR. 2010 TO FEB. 2011 GRAPHIC DESIGNER Design artwork for CD & DVD jewel cases and the XML coding necessary to produce the products on-demand. Clients included: CNN, Nickelodeon, ESPN, A&E, SonyBMG, and others. Submit weekly progress reports to account managers, department managers, and IT.</p> <p>AMERICAN RED CROSS SAN FRANCISCO, CA JAN. 2009 to FEB. 2010 GRAPHIC DESIGNER Designed, art directed and managed the production of the gift catalog, ads, direct mailers, and brochures and communicated daily the progress of projects to department managers for fund-raising and service awareness. Saved the organization over \$10,000.00 in photography, graphic design and production costs.</p>
<p>EDUCATION</p>	<p>CITY COLLEGE SAN FRANCISCO SAN FRANCISCO, CA 2015 FALL SEMESTER User Experience: This course focused industry-standard concepts and vocabulary used in User Experience for interactive projects, including interface design, information architecture and UX principles, processes and techniques.</p> <p>Final Project: Fertile Ground Gardening App Created a gardening advice app and presented a usability test to the class. Using Agile Methodology managed the sprints to complete a minimal viable product within 3 weeks. Designed the Process Book that illustrates the progression of our design process.</p> <p>CABRILLO COLLEGE APTOS, CA 2008 Fall Semester: 4.0 GPA Completed classes in: Web Publishing 1 & 2 — HTML, XHTML, CSS Level 2.</p>
<p>VOLUNTEER WORK</p>	<ul style="list-style-type: none"> ■ WATSONVILLE FILM FESTIVAL Currently providing graphic design, marketing and fund development services. ■ SAN JOSE MULTICULTURAL ARTISTS GUILD Facilitated a series of planning meetings to help develop a mission statement, positioning statement and marketing plan. ■ WATSONVILLE CULTURAL CENTER Facilitated a town hall meeting and wrote grants that succeeded in gaining support from the City of Watsonville, community volunteers and local funders.