

OBJECTIVE.

Graphic designer with over 14 years of experience recognized for expertise in packaging and branding. Adept at interfacing and negotiating with internal and external professionals, reducing project costs, and maximizing resource efficiency. Seeking an opportunity as a graphic designer for a company, manufacturer, or distributor.

AREAS OF EXPERTISE.

Image Manipulation	Vector Illustration	Multi-page Layouts	Display Mockups
Package Development	Website Design	Video Editing	HTML Coding/Scripting

GRAPHIC DESIGN EMPLOYMENT AND MILITARY EXPERIENCE.

Majestic Creative, Creative Director, Corona, CA, 2006 – Present

Generate fliers, labels, packaging, brochures, and signs; Maintain and update website; Oversee all artwork; Worked with approximately 50 clients on a wide variety of graphic design initiatives

- Consulted various companies to help build their collateral, design packaging, and improve output
- Branded a nonprofit organization's annual enchanted-themed gala by creating their logo and stationary
- Remodeled packaging for an initially industrial food product into a retail-oriented label
- Provided multiple clients with branding, packaging, and design tools including but not limited to Powerpoint presentations, videos, training and information manuals and improved product packaging
- Founded company, secured clients and engaged in versatile range of freelance projects and initiatives that strive to enhance each company's potential for relating to the consumers

Hero Nutritionals, Graphic Designer, Creative Services Manager, San Clemente, CA, 2008 – 2009

Served as company graphic designer for marketing department; Crafted trade show materials; Influenced design, look and feel of the website; Built all collateral including fliers, advertisements, and coupons

- Constructed all packaging and created artwork for a large merchandising campaign
- Produced a bag for a major food retail show with distribution to over 100,000 people
- Organized and consolidated all packaging files; Solicited old files from external vendors and reconstructed those files into active, working, editable files

United States Navy, Editor and Photojournalist, San Diego, CA, 1994 – 2008

- Published over 300 photo features and 500 publication layouts for several military publications distributing relevant information to over 400,000 members worldwide
- Supervised 40 combat photographers on various detachments
- Reduced travel expenses by 80% and saved over \$10,000 per person in training costs by training over 100 Navy journalists in military public relations and print journalism
- Honored with three navy achievement medals, three good conduct awards, and a commendation letter

Sperry Van Ness, Graphic Designer, Marketing Coordinator, Irvine, CA, 2007 – 2008

Contributed to restructuring of the website; Marketed properties through compiling email blasts and creating fliers; Generated quarterly books that included a portfolio of the company's accomplishments

- Managed sign program and saved the company over \$25,000 by conducting a case study to improve the signs and their visibility, as well as to maximize efficiency in updating those signs
- Assembled in-depth fliers about real estate properties and frequently updated with new information

Pull'R Holdings, Graphic Designer, Creative Services Manager, Santa Fe Springs, CA, 2005 – 2007

Conducted focus groups; Ran the marketing department including press releases, marketing strategy and campaigns; Determined color schemes and labeling for individual products and product lines

- Transformed a product's disorganized brand and decreased packaging costs by consolidating dyes into one dye system, infusing messaging into packaging imagery, and modernizing artwork
- Established a strategic packaging brand that unified five smaller companies into one conglomerate while maintaining distinct individuality

EDUCATION.

California State University Fullerton, Bachelor of Fine Arts, Art and Graphic Design, graduated cum laude, 2004

Defense Information School, Journalism Certification, Fort George G. Meade, MD, 1997

APPLICATIONS SKILLS.

Proficient in Macintosh and PC environments; Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Final Cut Pro); Apple iWorks (Pages, Numbers, Keynote); QuarkXPress; Microsoft Office