



Veteran graphic designer with extensive background in branding, consumer package design, advertising and marketing.

- SKILLS.**
- Digital image enhancement
 - Vector illustration
 - Multi-page layouts
 - Display mockups
 - Package development
 - Website design
 - HTML coding
 - Java scripting

- APPLICATIONS.** Proficient in both Macintosh and PC environments
- Adobe Creative Suite
 - Apple iWorks
 - QuarkXPress
 - Microsoft Office

ESTABLISHED ABILITIES.

- Excellent Self-starter: Established Creative Services Departments for 3 companies resulting in 80-90% reduction in outside vendor costs for their Marketing Departments.
- Solid Brand Manager: Managed and developed strategies for over 50 brands, sub-brands and corporate identities.
- Diligent Manager: Effectively coordinated all marketing, advertising and public relations programs for the company resulting in a \$300,000 annual reduction in department overhead costs.
- Concise Artist: 60% reduction in package costs by building generic hang tags and reducing dies.
- Expert Marketer: Marketed over 150 properties to over 250,000 owners and brokers for 12 real estate advisors.
- Global Expertise: Interfaced electronically with vendors from 6 countries resulting in effective quality control for product packaging that saved one company \$25,000 annually and 60 man hours monthly in shipping costs.
- Exemplary Negotiator: 50% reduction in material costs by altering artwork and negotiating with vendors and 30% reduction in sales costs by redesigning outdoor advertising program.
- Superb Organizer: Consolidated over 100,000 digital art assets from more than 10 agencies and vendors resulting in a streamlined image database that saved one company more than 40 man hours monthly.

MAJOR EMPLOYERS.

- Graphic Designer/Administrative Support, Standdown Tax Prep, Norco, CA August 2009–Present
- Graphic Designer/Creative Services Manager, Hero Nutritionals, San Clemente, CA July 2008–February 2009
- Graphic Designer/ Marketing Coordinator, Sperry Van Ness, Irvine, CA February 2007–July 2008
- Graphic Designer/Creative Services Manager, Pull'R Holdings, Santa Fe Springs, CA March 2005–February 2007

MILITARY EXPERIENCE.

- Creative Director/Editor/Photojournalist, United States Navy, San Diego, CA June 1994–June 2008
- Established Creative Director: Oversaw layout, design, content and branding for The Navy Reservist Almanac for 2 consecutive years resulting in over 100,000 Navy Reservists receiving essential information to accomplish their mission.
- Accomplished Photojournalist: Created and published over 300 photo features and over 500 publication layouts for several military publications distributing timely information to over 400,000 services members worldwide.
- Proven Leader: Supervised more that 40 combat photographers on various detachments.
- Effective Instructor: Trained more than 100 Navy Journalists in Military Public Relation and Print Journalism resulting in 80% reduction in travel expenses and over \$10,000 savings per person in training costs.

EDUCATION.

- California State University Fullerton, Fullerton, CA: BFA, Art/Graphic Design (cum laude) May 2004
- Defense Information School, Fort George G. Meade, MD: Certifications, Journalism/Broadcasting November 1997

AWARDS.

- United States Navy: 3 Navy Achievement Medals, 3 Good Conduct Awards, 1 Commendation Letter
- California State University Fullerton: Dean's List (3 semesters)
- SchoolsFirst Federal Credit Union: 2001 Member Education Award