

OBJECTIVE

Veteran graphic designer 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

PROFESSIONAL EXPERIENCE

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

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

- Consulted various companies to help build their collateral, design packaging, and improve output
- Constructed all packaging and created artwork for a food manufacturer's merchandising campaign
- Provided multiple clients with branding, packaging, and design tools including but not limited to presentations, videos, training and 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

Grubb & Ellis, *Graphic Specialist*, Santa Ana, CA, 2010 – Present

Serve as graphic designer for the company's corporate marketing and communications department; Build corporate collateral templates for over 100 offices nationwide

- Negotiated and consulting with vendors to revamp template-based software platform
- Crafted trade show materials for internal conferences and events
- Mentor over 50 field graphic professionals in corporate branding standards

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

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

Published over 300 photo features and 500 publication layouts for military publications distributing news 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

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 (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