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Education

MIAMI AD SCHOOL

ART DIRECTION
SAN FRANCISCO

MISSION COLLEGE

GRAPHIC DESIGN
SAN JOSE

Skills

ADOBE CC

PHOTOSHOP
ILLUSTRATOR
INDESIGN
AFTER EFFECTS

WIREFRAMING & PROTOTYPE (UX &UI)

SKETCH
ADOBE XD
INVISION

PRESENTATION

KEYNOTE
POWERPOINT

Experience

JAN'18 - PRESENT

FREELANCE ART DIRECTOR & VISUAL DESIGNER | SAN FRANCISCO

ORGANIC

ART DIRECTOR | SAN FRANCISCO

- Redesigned website sections including community giving, student loans, small business offerings, commercial real estate.
- Delivered developer-friendly detailed spec sheets, Invision mockups, and Sketch files.
- Closely coordinated with the client to clearly set business and creative objectives.

FIRST REPUBLIC

SENIOR VISUAL DESIGNER | SAN FRANCISCO

- Elevated the quality of the photos and video content for social media channels and advertising usage.
- Collaborated with the UX strategist to deliver the redesigned small business loan & student loan page calculator and responsive design needs for A/B testing.
- Created cross-channel and cross-stakeholder materials to develop unique promotional materials.

FACEBOOK

ART DIRECTOR | SAN FRANCISCO

- Global Sales Summit - Designed media-neutral creative assets including posters, OOH, signage (way-finding, digital), Instagram booth.
- Created and implemented all facets of the corporate-identity project, in a breakout session, event collaterals, keynote presentations, invitation cards, and freebies.

TWITTER

SENIOR VISUAL DESIGNER | SAN FRANCISCO

- #OneTeam Summit - Designed media-neutral creative assets including technical session keynote presentations, signage (internal branding & way-finding), animation, and icon designs.
- Successfully created and implemented all facets of corporate identity meeting strict brand guidelines.

TITLE NINE

ART DIRECTOR | SAN FRANCISCO

- Led the creation of campaign digital assets targeted towards improving women's self-esteem and confidence.
- Optimized digital assets for a greatly improved user experience and engagement on social media platforms.
- Designed several email marketing templates for account signups, targeted advertising, holidays, and special occasions.

CUTWATER

ART DIRECTOR | SAN FRANCISCO

- Conceptualized strategic brand campaigns targeted towards fall and holiday season for multiple clients.
- Created social media campaigns including hashtags, tweets, videos, gifs, stills, and web banner ads.

ARGONAUT

ART DIRECTOR | SAN FRANCISCO

- Worked on a client pitch, developed campaign ideas, visuals, and high fidelity mockups aligning with the client's strategic vision.
- Developed a traditional print campaign for the promotion of several new stores in the SF bay area.