

Experience

Art Director/Senior Designer

Labeltex Mills USA, Los Angeles

January 2020 – Present

- Improved creative art request turnaround times by 42.85% by identifying significant redundancies, creating smart object enabled templates, implementing actions, and incorporating a standardized request submission system (70 hours to 40 hours).
- Refined procedures by eliminating trivial tasks for in-house sampling setups that yielded a 31.25% reduction in overall time for completion (4 hours to 2.75 hours).
- Completed production ready requests in 75.6% of the required time necessary to reach identical levels of customer satisfaction by utilizing instance and action functions within the Adobe creative suite (37 hours to 28 hours).
- Redesigned the branding and all identity appliqué pieces for the Mens, Womens, Boys, Girls, and Kids lines within the Tillys RSQ Jeans brand. Art Directed and designed the logo mark and branding pieces for Tilly's exclusive brand: West of Melrose. Both marks are currently in use at various touch points including storefront signage, web pages, social media, retail POP displays, and all in-store apparel.
- Appointed "Deployment Lead" for new project management software, Wrike. Built, taught, launched and implemented said PMS across five departments, nine executive sales offices and the Chief Operations Officer with future intentions to integrate into production departments and overseas factories.
- Currently the lead designer for marketing reporting directly to the COO. Branded our print and online presence featuring ten one pagers and a product brochure that are currently generating consistent leads.
- Currently providing art direction for a four-person team, designing the identity needs for over sixty brands, managing the production setup and performing quality control for physical pieces.

Senior Designer

Labeltex Mills USA, Los Angeles

February 2018 – January 2020

- Led the re-branding and design build out of four divisions within the Fashion Nova brand, implementing a fresh approach by rendering trim appliqués onto various garments to showcase conceptual designs in a unique and captivating manner.
- Managed the brand design, constructed brand enhancement trim to support their individual identities, and provided a variety of creative services for over sixty B2C companies located globally.
- Designed visual identities, logo marks, branding marks, and visual icon languages.
- Created presentations, shot product photography, and delivered pitch decks to potential clientele.

Graphic Designer

Longo Designs Inc., Woodland Hills

January 2016 – February 2018

- Designed and rendered a fashion-oriented packaging design recognized and published by PackagingOfTheWorld.com.
- Assisted in the ideation process and design for the San Fernando Valley Minority Chamber of Commerce, featured and published in Logo Lounge 10.
- Managed and designed an identity system from the ground up by leading all meetings, discovering the brand story, designing the main logo mark, creating the supporting visual identity marks, rendering the apparel concepts, and providing the job site visuals.
- Created visual identities, logos, icons, website ads, in-store assets and packaging designs. Executed brand creation, logo design, design systems development, photography editing, color correction, presentation design, and pitch deck delivery.

Graphic Designer & Production Designer

Curly & Spike Custom Merchandise, Chatsworth

May 2015 – January 2016

- Created graphics for merchandise and managed various printing processes, including silkscreen and heat transfer presses.
- Consistently fulfilled weekly requests for designing apparel graphics, performing color separations, and preparing films for print production.

Education

California State University, Northridge

Bachelor's Degree: Graphic Design - Art

August 2011 – May 2016

- Successfully secured an agency internship at Longo Designs Inc. during my senior year.
- Attended school full time while juggling the demands of one full time and one part time job.

Online Recognition

Foxy Beauty Bars

Featured on PackagingOfTheWorld.com

March 2017 – Creative Agency: Longo Designs Inc.

- Created a fashion-oriented packaging design with a focus on evoking a visually captivating and sophisticated aesthetic. The design received recognition and was featured on PackagingOfTheWorld.com.

Print Recognition

San Fernando Valley Minority Chamber of Commerce

Featured in Logo Lounge 10

October 2017 – Creative Agency: Longo Designs Inc., Designed in Collaboration with Nick Longo

- Designed an identity mark that was featured in the Logo Lounge 10 hardcover book.

Certification

Zero To Mastery Academy

Mobile and Web Design, User Interface + User Experience (UI/UX Design)

June 2022 – December 2022

- Learned to design using Figma and other main tools used by some of the top designers in the world.
- Learned methods and best practices within the UX and UI industry.
- Learned to make professional and functional design choices for all branding needs.
- Learned UX and UI best practices using the latest trends in the industry.

Notable Skills

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|--------------------|------------------|-----------------|------------------------|-------------------|
| • Midjourney (v 6) | • Adobe Firefly | • Communication | • Multitasking | • Problem Solving |
| • ChatGPT (GPT-4) | • Wrike | • Integrity | • Interpersonal Skills | • Detail-Oriented |
| • DALL-E 3 | • Prompt Writing | • Adaptability | • Critical Thinking | • Team Player |