

# EN2CREATIVE

Savvy, effective project manager with web and graphic design experience. Accustomed to meeting tight deadlines and navigating fast-paced environments. Skilled in managing and/or creating business-to-business marketing materials for web and print, including:

## PRINT

Advertising	Invitations
Billboards	Logo Design
Brochures	Page Layout
Corporate Identity	Posters
Flyers	Trade Show Display

## WEB

- Banner Ads
- Flash Animation
- Online Weekly Publication
- HTML
- Email Blasts

## PLATFORMS

Proficient in both MAC and PC applications:

## APPLICATIONS

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Flash, Dreamweaver), Adobe Acrobat, CADD, Director, Distiller, Enfocus Pitstop, Excel, FileMaker Pro, Freehand, Lotus Notes, Outlook, Pagemaker, Powerpoint, QuarkXpress, Swivel, Word

## PROFESSIONAL EXPERIENCE

**Ernst & Young LLP** Dallas, TX 6/2017 – present

### **Graphic Designer**

- Develop concepts, designs and innovative ideas for digital and print deliverables within the EY brand standards
- Work with business development team on creating high impact proposal design and client deliverables in various formats and applications
- Create layouts with strong typography and appropriate use of color while maintaining brand integrity by interpreting and applying brand guidelines
- Work with design team to grow the firm's capabilities for creating digital content using interactive presentations and animated graphics and redesigning/repurposing print media for use in a digital publishing environment
- Provide creative, professional and functional design deliverables aligned with the strategic direction of each industry
- Act as a project manager; communicate and negotiate project deadlines, project scope, cost estimates
- Educate and consult with customers to select effective design and deliverable options within budget and time frame
- Develop best practices and remain current with design and technological advancements within the creative community
- Evaluate conflicting requirements of multiple customers and accurately assesses project requirements, identify issues, make decisions and provide solutions
- Create, design and edit interactive documents and presentations, HTML emails, e-publishing for mobile, animated graphics

**Capital Group LLP** Los Angeles, CA 9/2016 – 5/2017

### **Graphic Designer**

- Created new print/PDF materials and presentations based on established templates and/or brand guidelines
- Updated existing materials and presentations with new content and data
- Built compelling charts and infographics to bring investment concepts and ideas to fruition
- Researched and select appropriate stock photography; retouch photos as needed
- Designed and modified icons to support content and infographics
- Prepared presentation and notes files for use in meetings and webcasts
- Prepared charts, infographics, banner and other assets for use on the web
- Incorporated animation and motion graphics as needed to enhance content
- Repurposed and enhanced content and graphics from other delivery channel to ensure legibility under various conditions
- Worked within established brand guidelines

**Paul Hastings LLP** Los Angeles, CA 1/2010 – 7/2016

### **Business Development Senior Designer**

- Design branded materials for use in internal and external communication
- Incorporating original design concepts and templates across a wide range of marketing platforms
- Coordinate graphics projects within the communications team
- Identifying tasks and duties associated with the projects, and developing timelines
- Collaborate with a wide variety of clients to develop design product that meets the needs of attorneys, department stakeholders and business development managers and coordinators while also maintaining brand consistency
- Select print vendors and assuring high quality product(s) and achievement of target production dates
- Organize/archive electronic graphics files and graphic supplies, paper/vendor samples and printed branding samples

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**Kaiser Permanente** Burbank, CA 12/2007 – 12/2009

**Project Manager (Business Marketing Communications)**

- Manage advertising projects for both internal and external business clients
- Fulfill advertising requests for internal and external publication (web banners, magazine advertising, etc)
- Write creative briefs detailing project direction by collaborating with writers and designers to create ad kits for marketing campaigns
- Produce flash banners and interactive materials
- Meet financial and deadline expectations for each project
- Establish relationships with external printers to ensure jobs are performed as expected
- Consult with Legal/Regulatory for content approval

**Jefferies & Company, Inc.** Los Angeles, CA 12/2006 – 12/2007

**Creative Coordinator**

- Designed brochures, fact sheets, advertising, and in-house marketing materials for investment firm
- Developed flash banners, animated gifs and web banners with design team
- Managed the production of daily research reports, convention books and investment marketing pieces
- Collaborated with in-house creative team and freelance designers to produce layouts for projects
- Coordinated printing of oversized posters, fact sheets, billboards and handouts

**Radio & Records, Inc.** Los Angeles, CA 4/1997 – 12/2006

**Advertising Design Manager**

- Managed the creative direction and goals for record label's advertising projects
- Oversaw layouts for graphic design materials such as illustrations, publications, graphs and charts
- Wrote copy for advertising and marketing materials such as brochures and handouts
- Created corporate designs within brand specifications
- Designed and proofed artwork, display materials and copy layouts
- Lead communications contact for external vendors, including printers
- Coordinated graphic timelines
- Processed client-sent ads via FTP server

**Los Angeles Times** Glendale, CA 9/1996 – 4/1997

**Mac Artist / Ad Assembler**

- Create/Revise newspaper ads in the classifieds, auto and real estate sections
- Touch-up real estate photos, masking of logos and corporate identities
- Manual and computerized paste-up processing

**Gonluco Printing** Glendale, CA 9/1995 – 9/1996

**Graphic Designer**

- Created tri-fold brochures, pamphlets, flyers and other B2B marketing materials
- Printed 4/Color poster size outputs for clients with laminating and mounting on foam core
- Performed duties as assigned including copying, binding, fiery outputs and customer service

## FREELANCE EXPERIENCE

**NTS MediaOnline** Telecommute 8/2008 – 12/2016

**Art Director**

- Produce sophisticated and vibrant content for the print and online versions of the magazine
- Design supplements and related collateral for the publication
- Juggle several projects to meet tight deadlines as well as page layout and editorial design
- Work closely with the VP of Sales to collaborate on advertising and placement of ads
- Work hand-in-hand with outside printer to successfully produce a flawless issue each and every time an issue is published

## EDUCATIONAL BACKGROUND

**California State University, Los Angeles**

*Bachelor of Arts, Graphic Design*

## ACHIEVEMENTS

- MDFG Spirit of Excellence Award
- Associated Students Scholarship Award
- Epehbian Society Member (*Top 15 students in graduating class*)
- Student Assistant of the Year Award, University Student Union
- Who's Who Among American High School Students Award

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