

EXPERIENCE

Aug. 2015–Present

Mode Media | Ad Solutions Designer

Responsible for managing assets, design, and on-time delivery for online advertising campaigns. Designing/auditing innovative campaigns within standard media ad formats & high impact rich media formats for clients like: Purina, Cover Girl, Macy's, and Dannon to name a few. Generated seamless campaigns to be distributed within Mode's branded stories, social channels, native promoted ads on influencer sites, and brand-owned media channels.

Oct. 2014–Aug. 2015

24 Hour Fitness | Senior Graphic Designer

Traditional/digital campaign development from start to completion. Conceptual designs, layouts and promotional materials that include: event marketing, sponsorship collateral, retail collateral, logo animation, video/audio editing, presentation decks, maintaining digital file naming/workflow processes, managing deadlines and ensuring brand consistency.

Sept. 2014–Oct. 2014

KRT Marketing | Senior Graphic Designer

Conceptual traditional/digital marketing collateral for cloud computing, biotechnology, and food industries.

Aug. 2014–Sept. 2014

West Advertising | Senior Graphic Designer

Traditional/digital marketing; retail & automotive B2C catalog designs, brochures, flyers, posters, online ads, email campaigns, photo retouching/color correcting and compositing.

Jun. 2014–Sept. 2014

Sidecar Design Agency | Digital/UI Designer

Design/branding for retail & mobile/web carbon application; concept design, paper prototypes, storyboards, wireframes, navigation design, style guide, presentation decks and mockups for individual/business carbon calculator.

Jan. 2014–Jul. 2014

NBA Golden State Warriors | Graphic Designer

Traditional/digital marketing; mobile app magazine, tip-off scorecard, sponsor mock-ups, arena/community signage, stadium vision/digital ribbons and online ads.

Jul. 2012–Feb. 2014

Cristine Pena Designs | Brand Communication/Design Consultant

Art direction, branding, corporate identity, style guides, concept design, wireframes, photography, photo imaging/retouching and video/audio editing.

Aug. 2009–Jul. 2012

ZÜCA, Inc. | Art Director + Graphic/Web Designer + Photographer

Art direction, branding, photography & print/web design. Responsible for bringing the ZÜCA brand to life in all marketing collateral, advertising and online media in order to establish the overall visual aesthetic of the ZÜCA brand.

Sept. 2009–Jun. 2011

Touchstone Home Products | Graphic/Web Designer

Branding, photography & print/web design.

EDUCATION

Academy of Art University, San Francisco, California

Bachelor of Fine Arts degree in Computer Arts with an emphasis in New Media.

SOFTWARE SKILLS

- InDesign
- After Effects
- Photoshop
- Illustrator
- Acrobat Pro
- Microsoft Office
- Sublime Text
- Dreamweaver
- MailChimp
- SurveyMonkey
- HTML/CSS
- Lucidchart
- Omnigraffle
- Premiere
- Final Cut Pro
- CMS
- Keynote
- Audition
- Sketch

LANGUAGES

Bilingual in English and Spanish