



Objective

To leverage my previous design and project managing experiences to create one of a kind eCommerce, interactive and advertising experiences.

Sony Electronics

Flash Designer / Project Manager

Rancho Bernardo CA, January 2006 - Present

Within Sony's Corporate Marketing division, responsibilities include developing promotional, advertising and collateral materials to support the objectives, strategies and merchandising requirements of IT & B2B related products. Initiating the development and execution of on-line communication vehicles containing brand and product information through merchandising, advertising, collateral and elements. Managing the development of creative concepts, directing the design and production of all materials associated with the on-line channels of distribution for Sony Computers, Displays and Peripherals. Including managing creative agencies and suppliers, project bidding, securing estimates and web analytics.

Directed Electronics, Inc

Graphic Designer / Lead Web Designer

Vista CA, August 2005 - January 2006

Full time designer creating marketing literature and product packaging. Design and produce magazine ads, merchandising collateral, consumer brochures, dealer catalogs and a variety of other printed material. Also design logos, trade show graphics coordinate photo shoots and edit photography. eCommerce layout and design with dynamic flash elements to create a more user interactive experience.

The Upper Deck Company, LLC

Lead Flash Designer / Senior UI Designer

Carlsbad CA, November 2003 - August 2005

Full time interactive flash designer, projects varying from design for identity systems, email marketing, eCommerce design and sweepstakes advertising and promotions. Managed design and development of site architecture and worked with developers and engineers to integrate rich dynamic content into Flash.

Coleman College

Adjunct Instructor - Graphic Design / Portfolio Review / Flash

San Marcos CA, January 2005 - Present

Instruct assigned courses in Graphic Design, Portfolio Review, Typography, Color Theory, Flash, Digital Imaging "Photoshop" and InDesign.

Ernie Ball, Inc

Senior Graphic Designer/Flash Designer

San Luis Obispo CA, March 2002 - October 2003

Trademark/logo development, identity pieces, print advertising, print collateral, misc. promotional items and general illustration. Worked directly with printers requesting job estimates, communicating specifications and attending press checks to assure high quality printing results. Responsibilities also included the redesign of the Ernie Ball Inc. website and MusicMan Online Instrument Builder.

Walt Disney Internet Group (WDIG)

Creative Design Intern

North Hollywood CA, June 2001 - September 2001

Worked with Disney.com creative design team as an assistant to the creative director. Responsibilities included storyboarding, vector illustrations, creating animated "iris graphics" and interactive navigational menus in Flash.

Education

California Polytechnic State University, San Luis Obispo

B.S. Applied Art & Design - Concentration in Graphic Design

Awards and Competitions

June 2005

Awarded featured website of the day for Upper Deck Sports by www.coolhomepages.com.

Bilingual

Fluent in Spanish

References available upon request.

