



## PROFILE

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Multidisciplinary designer with deep expertise in brand systems across digital and print platforms. I've shaped and scaled brands across CPG, apparel, and retail, including guiding the visual identity that contributed to Kevin's Natural Foods' growth and acquisition by Mars. Known for leading complex projects, collaborating across teams, and delivering strategic, high-quality design that strengthens brands.

## SKILLS

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- Brand Development
- Digital Design & Responsive Layouts
- Marketing Campaigns
- Packaging Design
- Social Media Graphics
- Meta Ads
- Environmental & POS Design
- Large-Format Production
- Project Management
- Adobe Creative Suite
- Product Photography
- Image Editing

## PROFESSIONAL EXPERIENCE

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### SENIOR VISUAL DESIGNER (IN-HOUSE & CONTRACT)

*Innov8 Partners - Modesto, CA | March 2019 - Present*

**Key Companies: Kevin's Natural Foods, Wild Fox Foods, First Tactical, Noble Outfitters**

- Built and led the visual identity for Kevin's Natural Foods, supporting its growth and contributing to its acquisition by Mars Incorporated.
- Shaped the branding for Wild Fox Foods, including packaging design, product photography, and web design, helping position the brand as it expands into retail stores nationwide.
- Collaborated with marketing teams for First Tactical and Noble Outfitters to create cohesive digital and print assets across apparel, retail, and e-commerce.
- Executed web graphics, packaging, catalogs, campaigns, trade show materials, and social content.
- Ensured consistent brand application across CPG, apparel, and lifestyle industries.
- Developed high-impact marketing materials that strengthened brand presence and resonated with target audiences.

### GRAPHIC DESIGNER

*MHD Group - Modesto, CA | March 2021 - September 2022*

- Collaborated on the development of brand identities, including logo design, stationery, and branding guidelines.
- Worked on diverse design projects ranging from social media content to packaging and point-of-sale materials, all while ensuring brand consistency and client satisfaction.
- Created 3D renderings and physical mock-ups for packaging designs, aiding in client presentations and internal discussions.
- Managed social media platforms and email marketing campaigns, increasing engagement and boosting brand visibility.
- Collaborated with creative and marketing teams to deliver results-driven design solutions that aligned with client goals.

### FREELANCE GRAPHIC DESIGNER

*Rob Gudino Studio - Modesto, CA | July 2015 - July 2025*

- Created brand identities, promotional materials, and marketing content across digital and print media for clients in retail, hospitality, and technology.
- Developed customized design solutions that aligned with each client's business goals, target audience, and market positioning.
- Provided ongoing design support, from conceptualizing visual identities to executing web design, print collateral, and social media campaigns.
- Built long-term relationships with clients, helping them build cohesive, recognizable brands that resonated with their audiences.

### GRAPHIC DESIGNER

*City Signs - Modesto, CA | July 2016 - September 2018*

- Produced detailed signage designs for large-scale projects, ensuring compliance with architectural specifications and regulatory requirements.
- Created architectural and environmental graphics for prominent corporate clients, delivering consistent branding across physical spaces.
- Collaborated with clients to refine their design vision, ensuring alignment with project objectives and aesthetic requirements.

## EDUCATION

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California State University Stanislaus

BA in Fine Arts (Concentrated in Graphic Arts) / 2016