



## PROFILE

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Multidisciplinary designer with expertise in brand systems, CPG, and responsive digital design. I lead projects from concept to launch, collaborating with teams and vendors to create cohesive, high-impact visuals across print and digital platforms. I thrive in fast-paced environments and enjoy crafting purposeful, strategic design solutions.

## SKILLS

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|------------------------|-------------------------|--------------------------|
| • Brand Development    | • Digital Design        | • Responsive Design      |
| • Project Management   | • Marketing Collateral  | • Environmental Graphics |
| • Adobe Creative Suite | • Packaging Design      | • Point of Sale Design   |
| • Print Design         | • Social Media Graphics | • Product Photography    |

## PROFESSIONAL EXPERIENCE

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

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

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

- Responsible for crafting the brand identity for Kevin's Natural Foods and actively contributing to its ongoing growth, success, and recent acquisition by Mars Incorporated.
- Collaborated simultaneously with the marketing teams for apparel companies, First Tactical and Noble Outfitters.
- Executed a wide range of print and web brand assets while ensuring brand consistency.
- Developed visually appealing and impactful marketing collateral that captured the essence of each company and resonated with target audiences.
- Proficient in various design disciplines, including print and web advertisement campaigns, packaging design, social media content, catalog design, and overall branding.

### 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 - Present*

- 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.
- Managed multiple projects, including signage design for public structures and commercial environments.
- 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