

# BRIAN CARBAJAL

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## Objective

My goal is to create a variety of compelling visual communication elements such as logos, print collateral and digital items by working closely with coworkers and clients. I am also able to assist in creative based digital tasks with my range of design, print, web, advertising, branding and marketing knowledge.

## Work Experience

### **BSC MultiMedia**

5/2016 - Current

6806 N. 19th Dr. Phoenix, AZ

### **Single Project & Contract Clients**

Over the past decade, I have put my skills of web, graphic design, social media & printing knowledge to work for various different demographic clients. Below are some of the following project types that were worked on:

- Created branded graphic design campaigns from concept on paper to printed materials in hand. For example: brochures, banners, business cards, vehicle wraps, posters & garments.
- Assisted clients in creating business brand identity that included logo concepts, print materials & web design.
- Designed vehicle wraps, large format storefront graphics & boat wraps. Once design is approved I setup files for printing and cut contouring for different panels & window perf.
- Created social media pages for clients as well as graphics, setup/ran ad campaigns, created custom web landing pages for ads, promotional collection forms & assisted in the growth of client pages.
- Designed and created social media video/motion video graphics for advertising campaigns and promotional use on various social media platforms.
- Converted Adobe Photoshop files into motion graphics using Adobe After Effects & Adobe Premiere
- Created & maintained multi-page websites for clients using Wordpress, Photoshop and Dreamweaver. This included functioning ecommerce stores, SSL certificate setup & custom product setup.

**References Available Upon Request**

**Riviera Broadcast Group**  
4745 N. 7th st. Phoenix, AZ

4/2014 - 5/2016

**Digital Media Coordinator**

- Was able to work with three different radio station formats in providing fast turnaround web & print graphics. This also included working with the sales department in brainstorming campaigns for buying clients that integrated with radio sales promotions, for example: custom landing pages, email campaigns custom front of website graphics and large format designs for call to action.

**Patrick Media Group**  
4350 E Camelback Rd,  
Ste A201; Phoenix, AZ 85018

5/2012 - 12/2015

**Digital Media Coordinator**

- Coordinate, plan and design company web, digital & print needs that range from simple web graphics to complex digital marketing campaigns and advertising solutions. Also was in charge of monthly email marketing campaigns as well as uploading of the digital editorial monthly publication to the website for public viewing. Assisted buying advertisers in content creation for web ads & digital video.

**Riviera Broadcast Group**  
4745 N. 7th st. Phoenix, AZ

11/2007 - 4/2011

**Graphic / Web Designer**

- Assist in development and maintain 3 radio station websites hosted on a custom CMS platform. This included creating & updating graphics, utilizing CMS applications to drive and engage users on our websites, training multiple departments on how they can update components of the website themselves, creating and executing email blasts to our user databases.
- Brainstorm, develop and create custom micro sites that were used in sales driven marketing campaigns for clients that would drive to retail or build client database and web presence.
- Brainstorm, develop and create logo and creative branding campaigns for different departments executed by multiple radio stations. This included developing the logo, creating multiple web motion banners, banners, sales ads and graphics. Also created graphics for social media such as twitter, facebook and myspace and any print/video graphics to be used in flyer, newspaper, magazine, video or billboard marketing needs.

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Work  
Experience  
Continued

**Riviera Broadcast Group (Cont...)** 11/2007 - 4/2011  
4745 N. 7th st. Phoenix, AZ

- Provided basic photography as well as web video editing when needed in station coverage of artists in studio, concerts, car shows or events.
- Research new web trends, graphic design trends and web script trends that are being used in today's Internet marketing.

**Ipower Tech Support** 1/2006 - 4/2007  
919 E. Jefferson Phoenix, AZ

**Web Host Tech Support Rep.**

- Provided inbound website tech support for customers hosted with the company. This included general website technical questions, troubleshooting email/server problems, answered basic billing questions & assisted in basic HTML or web design questions.

Education

**B.A. - Bachelor's Degree**

Art Institute of Phoenix 10/2003-10/2005  
Phoenix,AZ

Multimedia / Web Design - Course experience included layout and composition design, designing for the web, web scripting trends and uses, basic PHP knowledge, print production, color & design, audio/video techniques for the web, basic 3D design, website layout and composition, business and marketing techniques, GUI interface design, basic animation and ad creation for the web.

**A.A.S - Associate of Applied Science Degree**

Art Institute of Phoenix 8/1999-9/2003  
Phoenix,AZ

Multimedia / Web Design - Course experience included layout and composition design, designing for the web, web scripting trends and uses, basic PHP knowledge, print production, color & design, audio/video techniques for the web, basic 3D design, website layout and composition, business and marketing techniques, GUI interface design, basic animation and ad creation for the web.

References Available Upon Request

## Software Skills

DOS/Windows OS Environments 25 yrs  
MAC OS Environments 10yrs  
HTML Proficient 15 yrs  
CSS Proficient 15 yrs  
Adobe Photoshop Proficient 15 yrs  
Adobe Dreamweaver Proficient 15 yrs  
Adobe Illustrator Proficient 15 yrs  
Adobe After Effects Proficient 15 yrs  
Adobe Premiere Proficient 15 yrs  
Adobe Audition Proficient 5 yrs  
Sony Acid Audio Proficient 15 yrs  
Sony Vegas Video Proficient 15 yrs  
FilmMaker RIP ScreenPrint Software 3yrs

## Additional Skills

### Bilingual

- Can fluently speak, read & write in Spanish.

### Intermediate Screen Printing Experience

#### BSC MultiMedia

9/2016 - Current

6806 N. 19th Dr. Phoenix, AZ

By creating and operating a part time screen printing shop, I have successfully gained and applied the following screen printing skills:

- Design & setup Illustrator and Photoshop files for RIP in FilmMaker software, this includes PANTONE spot color matching, CMYK color separation & process spot color separation.
- Setting up and printing films for screen flashing.
- Cleaning, coating and reclaiming of used screens to prep for future orders.
- Proper flashing, washing out and multiple color registration of new screens to be used for printing.
- Successfully registering multiple color prints with white bases and running screen printing orders.
- Successfully troubleshooting screen emulsion errors, registration errors, bad film errors, oven temperature issues & problematic screens to finish client screen print orders.
- Was able to properly train another individual to intake films, setup screens, setup proper cure temperature, register art and process a screen print order.