

Luis Alonzo
GRAPHIC DESIGN

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LOS ANGELES CA 90019

Personal Info

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LINKEDIN

www.linkedin.com/in/dieselv2

Tech Skills

PHOTOSHOP - *Expert. Psd, gif, jpeg, and png.*

ILLUSTRATOR - *Superb Advanced.*

Master user, multi-layering, masking techniques.

SKETCHUP PRO - *Intermediate User.*

Moved on to shapes, scenes and transparencies.

INDESIGN - *Adept. Brochures, multi page*

layout, collating, character styles, with layers.

ACROBAT PRO - *Advanced User, multiple*

page brochure printing and deck editing skills.

MSN OFFICE AND ASANA - *Basic.*

Design Skills

SKETCHING

TYPOGRAPHY

LOGO DESIGN

COLOR THEORY

CATALOG

Soft Skills

CREATIVITY

COMMUNICATION

TIME MANAGEMENT

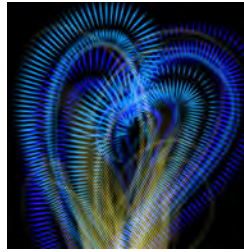
COLLABORATION

LEADERSHIP

Achievements

UNIFIED SCHOOL DISTRICT
CHESS CHAMPION - 2 YEARS

SCHOLASTIC ACHIEVEMENT AWARD
OF EXCELLENCE IN ALGEBRA I-II



01/2018 - present

US Merchants - Beverly Hills, CA

Sr. Graphic Designer

- Work directly with clients, Account Executives, and the CEO.
- Create all new packaging, CAD renderings, and POP displays.
- Design, manage, and print full color displays, and prototypes.
- Work with Sales and Marketing, creating pitch decks.
- Assist other departments, with company documents.

2016 to 2017

Austin, Texas

Contractor

- In house designer for a direct marketing firm and a local screen printing company. Created all new art for existing client projects.

2013 to 2015

Vosoa - Colombia

Artist/Consultant

- Researched color, cultures, and styles through South America.
- Created two new Identity logo brands for local firms.

2008 to 2012

Queso - North Hollywood, CA

Owner/Operator checkoutmydesigns.wordpress.com

- Created 2 original graphic t shirt collections for the Queso Brand.
- Produced all marketing for a trade-show at Magic in Las Vegas.

2004 to 2008

Sabbatical - Asia, and Europe

Travel/Owner

- I traveled the world, then lived in Ecuador, and Colombia.
- Owner of Ruby-Red Restaurant in Cuenca, Ecuador 2006.

1994 to 2004

Diesel Design Inc. - San Francisco, CA

Co-Founder/Principal

- Ran an award winning full service Graphic Design Agency.
- Worked with clients such as Motorola, HP, The WB, and Wells Fargo.
- Managed 25 employees with contractors, vendors, and our clients.

San Jose State University

Graphic Design Program Certified

- One year student contract Artist Designer at Adobe Systems.
- Designed one of the first ever San Jose Sharks Advertisement.
- Mentored other students in advanced perspective art courses.

