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EXPERIENCE

PhatMojo, LLC.

Los Angeles, CA/ Remote
Sr. Graphic Designer

07.10.2018 - Present

At PhatMojo, I led the development and execution of visual brand systems that supported product and marketing strategies across consumer touchpoints. My work spanned packaging, core brand communications, promotional materials, and retail assets, where I ensured alignment with overall brand positioning and commercial objectives. I collaborated closely with cross-functional partners including product, marketing, and sales to inform creative direction, refine visual narratives, and deliver campaign-ready assets that enhanced brand engagement and supported key launch initiatives. I also synthesized performance feedback and stakeholder input to iterate designs efficiently, maintaining quality while meeting deadlines.

Campbell's Bolthouse Farms

Santa Monica, CA
Graphic Designer

01.01.2018 - 07.09.2018

At Bolthouse Farms, I created consumer-focused visual content and marketing materials for beverage categories including sports and energy drinks, tightly aligning with brand standards and campaign objectives. Using Photoshop and Illustrator, I adapted existing photography and developed cohesive graphic assets that supported retail promotions and product marketing goals. My design contributions were routinely coordinated with internal teams, ensuring that visual systems reflected broader brand stories and supported sales efforts through clear, compelling visual communication.

Kellogg and Huntley Galleries

Pomona, CA
Graphic Designer

04.01.2015 - 01.05.2018

At the Kellogg Gallery, I produced marketing collateral for exhibitions and campus events across digital and print formats, supporting strategic audience engagement. Beyond visual design, I provided on-site operational support during installations and deinstallations, delivered visitor engagement initiatives, and collaborated with curators and departments to elevate gallery visibility. I balanced design execution with hands-on problem solving and cross-team communication to enhance the gallery's public presence and outreach.

EDUCATION

California Polytechnic State University, Pomona

Bachelor of Fine Arts in Graphic Design
Minor in Art History

SKILLS

Brand Identity Design
Graphic Design
Packaging Design
Creative Direction
Typography
Editorial Design
3D Rendering
Time Management
Prototyping

INTERESTS

Vintage Toys
Vintage Band Tees
Sneakers
Music Lover
Design Geek
Lover of Classical and Contemporary Art

Local art gallery enthusiast