

STEVE PADILLA

Senior Graphic Designer | Branding & UI/UX | 3D & Motion Graphics

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PROFESSIONAL SUMMARY

Creative and detail-oriented Senior Graphic Designer with 18+ years of experience in branding, UI/UX, motion graphics, and 3D design. Proven ability to develop compelling visual solutions for global brands across industries, including entertainment, healthcare, and education. Adept at translating complex concepts into engaging narratives, designing immersive experiences, and aligning brand messaging with audience expectations. Passionate about leveraging innovative design tools, including AI-powered solutions, to push creative boundaries.

CORE SKILLS & PROFICIENCIES

- **Branding & Identity Design** – Brand strategy, style guides, and visual consistency
- **UI/UX & Web Design** – Wireframing, prototyping, and responsive design
- **3D Design & Motion Graphics** – 3D modeling, animation, and video editing
- **Print & Digital Marketing** – Brochures, ads, social media, and email campaigns
- **Creative & Art Direction** – Concept development, storytelling, and campaign execution
- **Project & Team Leadership** – Workflow optimization, A/B testing, and cross-team collaboration
- **Software Expertise** – Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Blender, Figma, XD, Dreamweaver, SketchUp, Microsoft Office Suite

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

TRIALSUPPORT.US | Irvine, CA | 03/2025 – PRESENT

- Spearhead the development and execution of a cohesive brand identity across all print and digital platforms, including courtroom presentations, website graphics, social media, email campaigns, marketing collateral, and corporate stationery.
- Collaborate closely with legal teams, expert witnesses, and project managers to create detailed 3D visualizations and animated reconstructions to support trial exhibits.
- Utilize AI-powered tools and 3D applications to develop original, high-impact imagery for use across social media, websites, and email campaigns, increasing visual engagement and brand consistency.

SENIOR GRAPHIC DESIGNER

NDM COMMUNICATION | Costa Mesa, CA | 10/2022 – 01/2025

- Managed brand identity for major healthcare clients (Providence, MemorialCare, Torrance Memorial), ensuring consistency across all digital and print assets.
- Designed 3D community maps and medical animations, enhancing engagement for marketing campaigns.
- Produced high-impact videos with professional-grade editing, leading to millions of views on social platforms.
- Optimized social media visuals, increasing audience engagement by 30%.
- Improved workflow efficiency by implementing asset management systems, reducing project turnaround time.

SENIOR GRAPHIC DESIGNER

SWIM DIGITAL GROUP | Tampa, FL | 02/2021 – 09/2022

- Developed personalized, data-driven email campaigns, increasing prospective student engagement.
- Created innovative branding assets, exceeding client expectations and campaign goals.
- Managed multiple projects across five accounts, ensuring deadlines and brand consistency.
- Implemented A/B testing strategies to refine creative assets for optimal performance.

SENIOR GRAPHIC DESIGNER

BOSTON MUSEUM OF SCIENCE | Boston, MA | 02/2019 – 02/2021

- Led the design for the Engineering Design Workshop exhibit, promoting STEM engagement through interactive visuals.
- Created interactive digital experiences, including websites and mobile apps for museum visitors.
- Developed accessible user interfaces and programming icons for visually impaired visitors.
- Created large-scale print materials, immersive motion graphics, and 3D-rendered exhibit models.

GRAPHIC DESIGNER & EVENT BRANDING SPECIALIST

ENZOANI BRIDAL | Tustin, CA | 03/2007 – 07/2016

- Led creative direction for global brand expansion, maintaining consistency across multiple markets.
- Directed creative execution for fashion events, trade shows, and magazine layouts.
- Designed custom signage, decor, and interactive experiences, doubling event attendance for seven consecutive years.
- Collaborated with high-end fashion brands, aligning marketing visuals with luxury aesthetics.
- Created digital and print assets for email campaigns, magazines, and runway promotions.

EDUCATION

B.A. Art / Graphic Design | California State University, Long Beach
President's Honor Roll (4 semesters)

PROFESSIONAL REFERENCES

Available upon request.