

7404 Oakmont Dr. Stockton, CA 95207  
209.607.6811  
ramon@ramonrey.com

# RAMON REYES

---

## SKILLS:

Adobe Creative Cloud, Sketch, Microsoft Office, Front End Web Development (HTML, CSS, Bootstrap, SASS), Email Development, Photography

## EXPERIENCE:

### **Best Express Foods Inc., Hayward, CA** – *Senior Graphic Designer*

JANUARY 2019 – PRESENT

Best Express Foods Inc. is a bakery in Northern California that produces various food products locally and internationally.

- Creative lead for our marketing department. We own media marketing campaigns, email newsletters, and other promotions. This includes but not limited to content strategy, art direction, design, and development. Which have improved our online presence and sales with Instacart and Costco nationally.
- Responsible for all brand creative and art direction of our inhouse brands and reseller brands for Costco, Safeway, Sprouts Farmer's Market, and many more national vendors.
- Oversee the art direction and retail strategies for all of our packaging and label designs on all our food brands.

### **Mustangs Plus, Stockton, CA** – *Senior Graphic Designer/Front End Web Developer*

APRIL 2014 – DECEMBER 2018

Mustangs Plus a classic Ford Mustang and Restomod parts retailer.

- Improved product marketing by successfully designing and developing email newsletters, social media campaigns, along with improving our SEO across our websites.
- Enhanced company presence with an innovative web design that translated across all mediums.

- Established methodologies to increase customer satisfaction by improving customer communications with software support staff and providing easy access to client knowledge base and online support system.

## **Beadles Corp/E.D. Safety Services Lodi, CA** – *Senior Graphic Designer*

JUNE 2013 – APRIL 2014

Beadles Corp is an R&D agency that has created many successful products and innovations.

- Oversaw the design, development, and online marketing strategy for our UFC partnership which included but was not limited to email newsletter development, Youtube channel video strategies, in-house video production, social media campaigns for all of UFC's various promotions with the Memory Tag greeting card.
- Managed all creative initiatives from concept to production for the Memory Tag greeting card's digital marketing campaigns and 7/11 in-store displays.
- Worked with our R&D team to successfully create the Memory Tag greeting card by assisting with the art direction and QR video concept for the mobile iOS and Android app.
- Improved and implemented new strategies for our traffic safety department by successfully redesigning blueprints and creating a more accessible and user-friendly map of the detailed construction work for our client PG&E.

## **Rotor-Tech International** – *Graphic Designer/Front End Web Developer*

AUGUST 2008 – JUNE 2013

Rotor-Tech International is a Bell Helicopter-approved rotor blade repair facility.

- Oversaw the creative team's art direction for our HeliMX magazine ads and other print publications.
- Managed the brand direction to improve our trade show display and marketing for HAI Heli Expo and Airborne Law Enforcement Association Annual Conference- ALEA APSCON which led to more national sales throughout the regions.

## EDUCATION:

### **BAVC (Bay Area Video Coalition)** – *Web Design Certificate*

JANUARY 2008 – JANUARY 2010, SAN FRANCISCO, CA

Received my web design certification along with UI/UX design.

### **San Joaquin Delta College** – *Graphic Design*

JANUARY 2001 – JUNE 2004, STOCKTON, CA

Associate of Arts Graphic Design.