

## EDUCATION

- 2009 Art Center College of Design, Pasadena California  
Bachelor of Fine Arts in Graphic Design
- 2005 Santa Monica College, Santa Monica California  
Associate of Arts in General Education

## SKILLS

**Design for Print Production:** Oversized and unconventional signage, Magazine Advertisement, Offset Printing, Digital and Print Book publication including Amazon PoD. Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Acrobat Pro

**Web/Interactive/Ed-Media:** Adobe Captivate, Articulate Storyline, Articulate Rise 360, Adobe Photoshop, Adobe Illustrator, Wordpress, Google Sites

**Video/Motion:** Adobe Premier Pro, Vyond, Adobe Audition

**Photo Rendering and Retouching:** Adobe Photoshop, Adobe Illustrator

Expertise in workflow strategy, ADA compliance optimization, and multi-language design

**Directing Experience:** Commercial printing, screen printing, web development and e-commerce, design strategy, teambuilding and leadership

## HIGHLIGHTED WORK EXPERIENCE

- 2016–Present **University of Massachusetts Global**  
Educational Media Developer/ Instructional Design
- 2011–Present **Smash & Grab Studio**  
Own and operate full-service boutique design studio directing remote team. Accounts include Asian Americans Advancing Justice–Southern California, Istituto Italiano Di Cultura/ Italian Government Cultural Office, Beverly Hospital, Human Values Center, KCRW dj Aaron Byrd, City Constructors, Openspace Therapy Collective, International Relief Teams, and others.
- 2014-2016 **International Medical Corps, Los Angeles California**  
Contract graphic designer working on a range of tasks including their annual report, signage for the field in areas like Syria and DRC, trifold brochures, pamphlet set describing work and capabilities in 25+ different regions, graphs and infographics.

- 2013                    **Lowé Campbell Ewald, Los Angeles, California**  
 Full time graphic designer assigned to accounts including: Kaiser Permanente, Chicken of the Sea, Western Governors University, DineLA, Ghiradelli, PIMCO, and Energy Upgrade California. Tasks included: static and interactive banner advertisements, promotional webpage design, social media campaign design, print design and production design for billboards, signage on busbenches and lightposts, newspaper and magazine advertisements, pitch decks, invitations and mailers. Campaigns were implemented online and nationally.
- 2012                    **American Pet Brands, Los Angeles, California**  
 Contract graphic designer on a team of two creating packaging for a "Cliff bar for dogs". Tasks included package design and production design.
- 2012                    **Sum Creative, Hollywood, California**  
 Full time graphic designer. Assigned to accounts such as Bisou Bisou, MissMe, and Cult of Individuality. Tasks included extensive photo retouching, logo ideation, commercial environmental design concepting, lookbook design, on-site assistance for photoshoots.
- 2011                    **Knock Knock, Venice, California**  
 Full time graphic designer creating the iconic Knock-Knock novelty stationery, book design and production design. Items were featured nationally in Urban Outfitters and museum gift shops among other places. In addition tasked with designing online advertising campaign.
- 2011                    **Sassafras Creative, Pasadena, California**  
 Contract graphic designer assigned to various accounts. Tasks executed included branding, menu design, and social media app design.
- 2011                    **Dyslexic Lab, Los Angeles, California**  
 Full time designer focusing on creative direction for fashion based clientele. Accounts included David Kahn denim, and others.

## **HIGHLIGHTED PROFESSIONAL ACHIEVEMENTS**

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### **Designed textile and graphic designs for costumes for Fergie and Kim Kardashian**

Under award winning stylist B. Åkerlund, tasked to create prints and textile patterns for costumes worn in Fergies music video M.I.L.F.\$ or Moms I'd Like to Follow by Fergie, Kim Kardashian and others. I worked alongside renowned latex seamstress Venus Prototype to create solution for printing on latex fabric as all the costumes were latex rubber.

**[see samples here](#)**

### **Designed brand, strategy, and deliverables for Immigrant Justice Advocates**

Developed campaign for AAAJ-LA used in programming for youth outreach for signing up with DACA and other community outreach for undocumented youth in California. The goal was to create a brand that challenged the negative stigma that surrounds being an undocumented youth in America. Created the entire brand and styleguide, garments including caps, shirts, lanyards, flyers and program documents in Chinese, Spanish, English and Filipino. It was also necessary to create branded flyer and document templates for organizers to easily be able to edit while out in the field. This meant applying complex designs to editable pdf's and Word documents.

The crowning achievement for this project was creating a branded DACA resource pack for school faculty and youth organizers. The task was large and included simplifying and streamlining a very complex line of state and federal documents with a visual scaffolding that made the process and details of DACA easy for untrained school faculty members to support their undocumented students. These packs were also compiled in Chinese, Spanish, English and Filipino.

[see samples here](#)

### Designed Americas First Public School Dream Center

In conjunction with Immigrant Justice Advocates and AAJ-LA, designed the interior of the Paula Crisostomo Dream Center the very first dream center in a public school in the United States.

[see samples here](#)

### Designed and built history wall for Beverly Hospital

A timeline recounting the rich history of the hospital spans the 70' main corridor. I also organized and contracted demolition and construction, which included a series of different treatments including paint, floated acrylic panels holding stylized photographs and cases for different archival documents. The project design also had to be coordinated to meet with state and federal hospital building codes.

### Founded GotDrought? campaign

Created messaging, design and strategy for multi-platform campaign addressing parallels between the drought in California and industrialized animal agriculture. Implementation included a series of billboards, screenprinted signage, shirts with different messaging, an interactive website and social media campaign.

[see samples here](#)

### Rica Hotel identity design contest winner

Designed Identity system for Meet restaurant and Mingle bar inside Scandanavias finest hotel chain. The system included tactile and typographic instructions for making menus, signage, corporate stationery, etc.

### Empire State Building

Created the digital booklet for marketing the building for events and corporate ventures.

### Educational Media for University of Massachusetts

One of three in charge of creating educational media for UMass online school. Consulted professors to find out what aspect of their course would benefit from enriched media, then developed a unique solution whether it's an animated explainer, an interactive module, a resource library, or a completely new solution. Worked independently with professors and IDs to take the project from conception through implementation.

[see samples of interactive work here](#)

### UNESCO

Designed and fabricated deliverables for 'Unesco Italy. Photographs' in conjunction with the Cultural Institute of Italy, including signage, event booklets in English and Italian, and labels for the art pieces exhibited.