

Graphic Designer's PROFESSIONAL PROFILE

A strong designer, I have learned how to easily adapt to overcome any new challenges that present itself to me. Using both my skills as an illustrator and as a graphic designer, I have been able to create new and interesting designs that are both fun and conservative. These skills have made it easy to work well under pressure and make the most effective and proficient decision suitable for any project that comes my way.



DIMAS DE LEON

Graphic Designer's PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER / ILLUSTRATOR

BXPRESSION LLC. / Long Beach / 2016 - Present

Jr. Graphic Designer, I focused on creating a range of marketing material, packaging, branding, and social media artwork to inform/educate our buyers. As a designer, I am in charge of creating content for both our B2C and our B2B buyers

As the designer, I was in charge of :

- Product photography, retouching, color correction, and photo manipulation
- Ensured that requirements were met for each big box store that the company interacted with and provided artist and marketing material
- Establish and maintain the conceptual and stylistic direction of the company's online presence
- Product branding and packaging
- Created marketing material that was easily edible for every department to alter based on their individual needs and wants.
- Managed the process necessary in developing any and all design projects
- Communicated with manufacturers overseas to ensure quality control was up to buyers expectations
- Created 3D renditions of product packages, trade show booth design, and display cases to aid with overseas's production
- Established the conceptual and stylistic direction for the design staff and marketing department
- Delegated work with the production artist, photographers, illustrators, printers and anyone who was involved in the development of the project
- Orchestrated work among my team members

GRAPHIC DESIGNER / ILLUSTRATOR

IMAGINAVI INC. / Fullerton / 2015-2016

As a graphic designer/illustrator, I created apparel templates for existing and new customers that ranged from typography heavy designs to illustrative work.

I focused on:

- Transforming ideas and sketches into ready to print artwork
- Creating assets, and illustrations from scratch
- Creating hangtags, sizing and hem tags for specific clients
- Created artwork that was specific to an individual printing process (Direct to garment printing, foil printing, and screen printing)
- Converted old designs into ready to print artwork
- Collaborated on t-shirt designs, and contributed to the production of the product
- Assisted with the fulfilling of orders through screen printing and iron on

GRAPHIC DESIGNER / ILLUSTRATOR

REVIATION INDUSTRY / Upland / 2013-2015

In charge of creating illustrations and t-shirt designs for different companies that ranged from high school to businesses, both local and overseas. In addition, I was in charge of creating custom illustrations and designs for the companies brand. My designs ranged from mature, highly detail designs to more simplistic and kid-friendly piece.

My responsibilities consisted of:

- Creating unique and personalize illustrations per client
- Created Clip Art that was used on multiple designs
- Turned images into vector assets
- Created concepts layout for the company's brand

JR. GRAPHIC DESIGNER

WEBSITE

www.blazingliondesigns.com

EDUCATION

BFA ILLUSTRATION

Cal State University, Fullerton 2016

Mainly concentrated on creating an elegant and colorful illustration that inspired and wowed the viewer.

BUSINESS MINOR

Cal State University, Fullerton 2016

My area of concentration revolved around entrepreneurship. It focused on learning as much as I could when it came to understanding the in's and out's of business

EXPERTISE

PROGRAM

- Photoshop
- Illustrator
- InDesign
- Sketchup

INTEREST

- Merchandising
- Vector illustration
- Photography
- Concept Design
- Packaging Design
- Textile Design
- Color Theory
- Marketing