



SENIOR GRAPHIC DESIGNER ILLUSTRATOR PROJECT MANAGER

• PROFESSIONAL SKILLS •

Adaptability
Communication
Multi-tasking
Project Management
Teamwork
Time Efficiency

• EXPERTISE •

Brand Design
Toy Design
Packaging Design
Logo Design
Typography
Environmental Design
Web Layout Design
Print Layout Design
Print Signage
Style Guides
Infographics
Photography
Precision Craftsmanship

• TECHNICAL SKILLS •

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Acrobat
Adobe Camera Raw
Adobe Dimension
Adobe Dreamweaver
Adobe Flash
Adobe Lightroom
Adobe XD

Creative and strategic Senior Graphic Designer with 7+ years of experience leading brand, packaging, and product design across print and digital platforms. Proven ability to manage cross-functional teams, execute high-volume creative projects under pressure, and elevate brand identity through consistent, results-driven design. Strong in art direction, design systems, team mentoring, and production workflows. Skilled in Adobe Creative Suite, ClickUp, and photography direction with a user-focused, business-aware mindset.

• EDUCATION •

Graphic Design Major • Technical Writing Minor, San Diego State University (2015 - 2018)

BFA in Graphic Design, GPA: 3.8 • Summa Cum Laude

Graphic Design Major, Southwestern Community College (2012-2015)

AA in Studio Arts for Transfer, GPA: 3.8 • Dean's Honors List for 6 semesters

Art Major, Chula Vista High School (2008-2012)

School of Creative Performing Arts (SCPA), GPA: 3.6 • Honor Roll for 1 semester

• EXPERIENCE •

Lead Web & Graphic Designer, Global Destinations LLC. (June 2025 – Present)

Sole creative designer for all visual branding, marketing, and web design assets during the company's rebranding and digital overhaul.

- Directs complete visual rebranding, including logo redesign and full brand style guide.
- Manages and updates company website and creates all print/digital assets for promotions and social media.
- Establishes design consistency across platforms, increasing client engagement.

Senior Graphic Designer • Project Manager, Scentco Inc. (Jan 2024 – Present)

Promoted to lead project and design management, delegating project distribution among creative team members while facilitating collaboration with other internal departments.

- Delegates and tracks design projects using ClickUp; ensuring timely delivery across departments with 300+ successfully completed projects.
- Spearheading and scheduling bi-weekly meetings to keep track of project prioritization and distribution amongst creative team with product development team.
- Maintained brand style guides for the company's brand, toy, and stationery products, improving production efficiency and consistency.
- Supported product development by streamlining design asset files with production timelines and vendor needs to boost production efficiency.

Graphic Designer, Scentco Inc. (Sept. 2019 – Jan. 2024)

Key member of a 5-person Creative Team, responsible for designing branding, packaging, products, and illustrations for award-winning toy and stationery lines.

- Designed toy and stationery products, packaging, character art, logos, and illustrations used in retail and online.
- Headlines all print signage production for Tradeshow booths (New York Toy Fair, Astra, Toyfest).
- Maintained and updated 1,500+ print catalogs yearly and created templates for sales presentations to Target, Walmart, and more.





• TECHNICAL SKILLS • (CONTINUED)

Click Up
eMail Networks
IssuTrak
Paint Tool Sai
Plotter Printing
Square Space
WiX
Wordpress
Versaworks
Vinyl

• ADDITIONAL SKILLS •

Copy Writing
Basic CSS and HTML
Hand Modeling
Apparel Modeling
Product Sourcing
Food Photography
Sculpting
Story boarding
Social Media
(Facebook, Instagram)
Plotter Printer Maintenance
Bilingual: English and Japanese



• PORTFOLIO •

• EXPERIENCE (CONTINUED) •

Graphic Designer, Scentco Inc. (Sept. 2019 – Jan. 2024) (continued)

- Produced 3D renders of product, tradeshow floor plans, booth signage, and product mockups.
- Collaborated with photography/marketing team to art direct photo shoots and ensure brand alignment across digital, print, and catalog visuals.
- Created Amazon A+ content and listing images, boosting product visibility.
- Creates and maintains all templates and layouts for sales teams PowerPoints and sales decks pitching to buyers, such as Walmart, Staples, Buc-ees, Girl Scouts, and Target.
- For the Bedtime Defenderz YouTube series (199K subs, 42M+ views), I storyboarded the children's books and comic books, and provided character assets for the show.
- Contributed copywriting for product listings, and social content for sales team.

Assistant Graphic Designer, Aztec Shops Ltd (Dec. 2017 – Sept. 2019)

Supported SDSU's in-house marketing department with creative services across dining, retail, and campus-wide communications.

- Created print/digital marketing campaigns, event signage, branding systems, and packaging for SDSU Dining and Bookstore.
- Trained and mentored new design hires to follow SDSU brand guidelines and production standards.
- Published and distributed email blasts using eMail Networks and social media graphics and posts to promote campus events and sales.
- Photographed and edited apparel, food, and merchandise for use in online product listings, promotions, and social media.
- Assembled large-scale signage (vinyl, banners, menus) for dining events and storefronts.

Intern Graphic Designer, Aztec Shops Ltd (Oct. 2017 – Dec. 2017)

Trained under the tutelage of experienced designers in the Marketing Graphics Department while creating designs for SDSU divisions such as: SDSU bookstore, SDSU Dining, and commercial and real estate properties surrounding campus.

- Projects included print and web collateral, email blasts, social media marketing, signage, and print production.

Student Graphic Designer, Design Studio, Prof. Gary Benzel (Aug. 2017 – Dec. 2017)

Collaborated with fellow students on a professional level to develop brand identities and produce marketable collateral, such as stationery and social media graphics, for on-campus clientele.

Teaching Assistant, Packaging Design, Prof. Beth Weeks (Jan. 2017 – May. 2017)

Provided design guidance and critique to students in an upper-division packaging design course. Mentored peers in structure, typography, and presentation under instructor supervision.

Illustrative and Graphic Designer, Freelance (Jan. 2017 – Present)

Composed brand logos, printed layouts, digital media, social media graphics, identity stationery and illustrative artworks for local businesses and small clientele including S&E Wholesale Flowers.

Student Graphic Designer, SDSU Sage Project: Lemon Grove City (Aug. 2016 – Dec. 2016)

Redesigned branding for the city of Lemon Grove with a fellow student, which involved creating a new logo design and developing environmental signage applications from that brand.