

Published Art and Advertisements

Star Wars Pictopia, Star Wars Eye Found It, Thrasher Magazine, Poweredge Magazine, Transworld Skateboarding Magazine, ASR Biz, Smoothill Seasonal Catalog

Design Programs for Mac & PC

Adobe Creative Suite (Photoshop, Illustrator, InDesign) Rhino 3D, Microsoft Office Suite

Education

UC Berkeley
Graphic Design
Certificate Program

Professional Experience

Freelance Graphic Artist

06/00 to Present

Created logos, letterhead, t-shirts, posters, mailers, e-commerce websites, ad campaigns, and marketing strategies that were effective in increasing recognition and profitability, while partnering with external agencies, vendors, and internal teams to meet multiple deadlines within short time frames.

- Worked on multiple screen printing jobs for a local screen printing company, doing color separations for a variety of garments, as well as sticker and patch designs. Experience doing heat transfers on a variety of surface materials. Complete redesign of company website.
- Worked on production files, for game components and package layouts for award winning board games like Disney's Eye Found It, Star Wars Pictorial manufacturer Forest Pruzan Creative.
- Contributed to presentations and concept art work for companies like Disney, Marvel, and Lucas Film.
- Created compelling and successful brand identities, marketing materials, packaging solutions, digital and print imaging for multiple companies including ATM Skateboards, Vans Shoes, Patagonia, Western Athletic Clubs, and Pig Hog cables.
- Successfully designed graphics, visual layouts and typography for multiple companies in a wide range of industries. As well as private label design for retail shops, sports training companies and various other clients.
- Conceived and designed overall branding for IATSE 137 stage workers' union and production companies currently used at nationally recognized concert and sports venues.

Production Designer

07/16 to 08/20

Taphandles LLC

Working with breweries since 1999 Taphandles is the leading designer and manufacturer of custom marketing products from custom tap handles to lighted signage and more. Taphandles designs and creates products to help brewers. Their design, engineering and production capabilities ensures their customers stand out. Whether a tap handle, LED sign or another point-of-purchase idea, Taphandles craft a solution fit for their customer.

- Makes sure all products are production ready by creating detailed design specs for manufacturing.
- Knowledge of materials and procedures to create a final product, tap handles, LED signs, promotional material etc. working closely with project managers, account executives and industrial design teams.
- Create 2D and 3D images for major brands like Anheuser Bush to small craft breweries like Bear Republic Brewing, and maintaining communication with manufacturing domestically as well in China and Vietnam.

Production Assistant

X.O. Digital Arts Motion Picture Special Effects Studio

Project Duration/
Various Dates

- Worked on major feature films such as "Spawn" and "Flubber" preparing elements, logged shots, shipped finished product..

Art Director/Shop co-Manager
Proof Lab

10/11 to Present

Proof Lab is nestled in Mill Valley, just across the Golden Gate Bridge from San Francisco. A true reflection of the modern surf retailer, Proof Lab has been true to its core since opening in 2004, creating a destination for the entire community. What began as a surf shop has now evolved into a multi-use facility including a surf and skateboard shop, skate park, music lesson studio, coffee shop, ding repair, art studio, bio-diesel station, plant nursery and the 'Station' - Proof Lab's premium clothing and outdoor gear retail store.

- Designed graphics and brand concepts for skateboards, surfboards, wet-suits and accessories that are nationally recognized.
- Private label apparel design that is responsible for the majority of revenue for the store.
- Conceived and created marketing and fundraising campaigns, for community outreach impacting youth activity and environmental awareness.
- Merchandise buyer, introducing new brands that represent the aesthetic of the store, managed email promotions, and sales initiatives promoting both in house and outside brand activities.
- Collaborated with third-party vendors to ensure successful execution of release parties and various community events on time and within budget.
- Opened and closed store, managed staff, oversaw construction projects, including build outs for new retail locations, managed business operations, created merchandising and business development strategies.
- Coordinated events, acted as skate team manager, supervised skate park development and maintenance.

Art Director / Sales Representative
Smoothill Skateboard Distributors

04/98 to 08/12

Smoothill Sports Distributors, Inc. began as a skateboard distributor at the beginning of the skateboard industry in 1974. Distributing quality skateboard products from the best manufacturers is their only business. Smoothill's inventory of more than 2000 items affords the retailer an array of choices of proven sellers in skateboard products, accessories, and safety gear.

- Designed all e-commerce marketing materials including e-mail flyers, e-marketing campaigns and info-graphics.
- Re-branded 30-year corporate identity through logo redesign, website development, and various print and digital campaigns helping create an updated image.
- Created, Managed and updated www.smoothill.com web site responsible for increasing sales by 60 to 70 percent.
- Maintained on-line customer database and introduced new brands keeping the company current and on trend.
- I helped create sales strategies, and assist on incorporating new brands, pending on market demand to existing inventory.
- Wholesale sales to 800+ domestic retail locations, creating and maintained relationships with everything from new start up businesses to 40 year established multi store companies.

Founder/Owner
Uncle Punk Productions

05/03 to 01/07

Born out of the concept of creating a fictitious clothing company and catalog of products for a portfolio class, the idea of Punk Rock Sox came to life as a real company selling to action sports retailers and clothing boutiques, as well as crating custom merchandise for well known music acts for touring in the US.

- Designed and produced custom apparel and marketing materials for the music industry and the action-sports market.
- Developed corporate identity, logos, marketing material, packaging concepts, and strategies, catalogs. Extensive market research to develop a trending and competitive brand.
- Designed and executed content for on-line, print and physical space projects.
- Establish and maintained working relationships with manufacturers, distributors, and retail shops.
- Managed all production and marketing, researched textiles and manufacturing both foreign and domestic.