

**AXIOM\_** My design approach is rooted in the dissection of the essentials: a process-oriented system that honors restraint, conceptual underpinnings, and the symbiotic relationship of forms. Design with regard is at the forefront of my philosophy.

## **WORK\_**

**Freelance** *Designer* OCT 2008 – PRESENT  
specializing in brand development, project management, and online marketing; designed identity systems, websites, and packaging for key clients; developed corporate guidelines in maintaining brand standards; integrated a social media approach to ensure the success of campaigns (both online and offline)

### **CLIENT LIST\_**

Quixote Studios / Smashbox	Yoshitoshi Recordings	Kizmo Design
KAYA Grassroots	United States Census 2010	Yerba Buena Gardens
ChannelAPA Media	SF Unified School District	UCSF Medical Center

**Minted.com** *Design Associate* JUL 2009 – OCT 2009  
prepared web assets and product renders required for new product launches then implemented to Adobe Scene 7; collaborated with data production & product design teams to perform thorough quality assurance on new and existing products; contributed designs to the Minted design community

**Apple Inc.** *Creative* MAY 2007 – OCT 2008  
provided professional instructions on Apple pro & consumer applications through one-to-one personal training sessions; developed a systematic approach to help students in their workflow beyond the predefined curricula; conducted Apple Youth Workshops aimed at empowering children through creative use of technology

**Yerba Buena Gardens** *Designer* OCT 2007 - DEC 2007  
in conjunction with undergraduate thesis— consulted with park management and proposed a complete brand overhaul that included updates on identity systems, brand voice & communication, and promotional campaigns; revitalized marketing efforts through design strategy

**San Francisco Unified School District** *Art Director* JAN 2007 – MAY 2007  
developed the visual proposal for the 2007 enrollment campaign for the San Francisco Unified School District; collaborated on campaign execution, art-directed photoshoots, created storyboards for commercials, and ensured visual standards across media platforms

**TOOLS\_**

Photoshop	Dreamweaver	Scene7 Platform	HTML/CSS	CMS: Wordpress
Illustrator	Flash	QuarkXpress	Javascript/jQuery	User-Interface Design
InDesign	After Effects	Fontographer	Actionscript	Motion Interaction & Video

**ACCOLADES\_**

<b>SFSU DESIGN + INDUSTRY SHOWS</b> Inveniam: Design to Inspire, 18th Annual Spring Exhibit 2006 Techne: Crafting Through Concept, 19th Annual Spring Exhibit 2007 Oculus: Exposing the Process, 20th Annual Spring Exhibit 2008	<b>STICKS + STONES COLLABORATIVE</b> David Vann Gallery JULY 2006 Birmingham Civil Rights Institute <a href="http://www.sticksandstonesproject.org">www.sticksandstonesproject.org</a>
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**STUDIES\_**

<b>BFA, VISUAL COMMUNICATION DESIGN</b> San Francisco State University 2008	Summer Portfolio Grant Academy of Art University (SF) 2001
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**PLAY\_** on my spare time I like to explore contemporary art & criticism, emerging technologies, fashion illustration, and trendhunting. I also enjoy reading books on design, drawing realistic portraits, and perusing through culture blogs.