



Work Experience

Pelican Products

Senior Designer / 3D Visualization Manager

December 2022 to Present

Member of an internal team with a wide consumer base of DTC and B2B. Specializing in product launches & brand systems. Introduced and lead the implementation of 3D rendering and virtual photography.

- Designing sales, product, & marketing toolkits for new product launches
- Creating a digital product library using engineering CADs to develop master virtual studio to refresh our PDP/PLP catalog
- 3D elevated photography implementation to push creative limitations in campaigns

Los Angeles Kings Hockey Club

Senior Graphic Designer, Manager / Art Director

October 2016 to December 2022

Built and lead the transition from agency to internal design team. Performing in a multi-disciplinary role to create a unified identity throughout the entire organization. Working on projects from game presentation, social media, promo items, apparel, digital, videos, advertising, events, sales & more.

- Art direction of the season 360 campaigns across all channels including 3 in-season refreshes
- Logo design for various brand extensions
- Unique gift packages for exclusive level ticket memberships
- Developed the LA Kings design system & brand platform to evolve and represent the team's identity on or off the ice.

Active Ride Shop

Intern > Catalog Specialist > Senior Designer > Art Director

October 2008 to October 2016

From t-shirts illustrations to full season collateral campaigns in web and print, I carried various responsibilities that includes the design, layout, & pre-press of 52 page catalogs, coding HTML e-mail, ads for industry magazines, various in-store signage, apparel, skateboards, company branding, & internal communication strategies.

- Redesigned our quarterly catalogs from a failing parts catalog to brand lifestyle showpiece.
- Worked with the leadership team to form a companywide brand/creative strategy that included brand positioning, product mix, consumer groups, internal communication, design systems & more.

Education

California State University, San Bernardino

BA in Art dual-concentration in Graphic Design and Photography

Technical Skill Set

Adobe Creative Suite
Photoshop
Illustrator
Indesign
Acrobat

After Effects
Premiere
Dreamweaver
Lightroom
Figma

Adobe Express
Keynote
Microsoft Office
HTML 5
CSS 3

Wordpress
Java script
Keyshot
Blender
Studio Lighting & Camera Use