

## HIGHLIGHTED SKILLS

Resourceful, enthusiastic, committed and adaptable. Exceptional client relations skills. Efficient in time management & multitasking. Proficient in: Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, InDesign, CS3-5). Well versed in Microsoft Office, PC & Mac.

## EDUCATION

### The Art Institute of California—San Francisco, CA

*Bachelor of Science Degree in Advertising - 2009*

Emphasis: Graphic Design & Fashion

GPA: 3.6 Honors, 3x Deans List Recognition

Related Courses: Typography, Web Design, Styling, Fashion Journalism, Business Management, Photography

## EMPLOYMENT EXPERIENCE

*Swimoutlet.com - Newark, CA*

1/2010—Present

### Lead Imaging Photographer

Serving as the lead photographer and imaging director managing photography requirements for key clients, marketing materials, company portraits. Responsible for the image revamping on swimoutlet.com. Work in coordination with the buying, marketing, and imaging team to create imaging standards for all product types. Photograph entire inventory and code images for immediate upload to FTP server. Delegate product editing responsibilities to editors. Assist design team with special projects: newsletters, banners, marketing materials.

*FROCK Los Angeles - San Francisco, CA*

3/2009—Present

### Art Director

Designed the Frock Los Angeles brand (i.e. Logo, site, business cards, marketing materials). Created company web site and online shopping cart using HTML and Adobe Dreamweaver. Worked closely with founder to distinguish the company's mission statement. Created marketing strategy and direct response campaign. Responsible for managing the design, photography, concept, and talent/artist booking for the Frock Los Angeles Fall 2010 look book .  
(Hard copy available for review)

*Fashion Metamorphosis Fashion Show - San Francisco, CA*

4/2009

### Graphic Designer

Worked with director of the AICA-SF fashion department to create a concept, title and theme for the AICA-SF Fashion Show. Designed posters and all advertising materials that were used for web and print (7x7, SF Weekly, Yahoo.com).

*Bloomingdales - San Francisco, CA*

2/2007—4/2008

### Vendor Specialist

Demonstrated outstanding customer service while building and maintaining a loyal client base. Provided clients with product knowledge and contacted clients for events and the arrival of new merchandise. Worked as the lead of a team to meet individual and department objectives. Accountable for achieving quarterly and weekly sales goals.

## INTERNSHIP

*The Circle Dot - Newark, CA*

8/2008—4/2009

### Design Intern

Assisted in the layout design of client web sites. Designed web buttons, flyers, and posters. Photo editing i.e. Color correction and photo enhancements.

*Koan Clothing - Newark, CA*

4/2008

### Marketing Intern

Group leader for the creation of the 2009 Koan Clothing Marketing plan. Managed and delegated tasks to other interns. Distinguished appropriate market demographic. Assisted in the production of promotional materials.

## AWARDS & ASSOCIATIONS

// 2009 Best Portfolio Advertising Department AICA—SF Portfolio Show

// 2009 Silver Student ADDY Award for Consumer Trade Magazine

// 2008—2009 Bay Area Freelance Collective Assistant Organizer

// 2009 Macy's Passport Show Press Volunteer

// 2006—2008 Ad Lab Treasurer