

## SUMMARY

Senior Graphic Designer with over two decades of experience in corporate brand development and visual communications. Expertise in conceptualizing, designing, and producing compelling visual content for print and digital platforms. Skilled in ensuring brand consistency across all media while aligning designs with organizational objectives. Proven ability to lead cross-functional teams, manage multiple projects, and deliver creative solutions that enhance brand recognition and engagement. Proficient at meeting tight deadlines and leveraging design tools to create storytelling visuals.

## WORK EXPERIENCE

*Aptim* 2024-Current

### PART-TIME CASUAL GRAPHIC DESIGNER

- Designed visually compelling proposal templates and graphics to support the proposal team, ensuring brand consistency and professional presentation.
- Produced infographics, charts, and diagrams to visually communicate key data points and concepts in proposals.
- Formatted and optimized proposal documents for readability, ensuring final submissions met corporate branding standards and client requirements.
- Supported the team with quick turnaround designs for client presentations, proposal revisions, and digital campaigns.

*PacRes Mortgage* 2022-2023

### SENIOR GRAPHIC DESIGNER

- Led the strategic planning and execution of national brand initiatives across print, email, social media, and web platforms.
- Ensured brand consistency by developing and enforcing design guidelines across all marketing channels.
- Collaborated with sales and marketing teams to create innovative concepts for high-impact marketing collateral, driving key business objectives.
- Designed engaging email campaigns and social media content that increased click-through rates and audience engagement.
- Spearheaded the redesign of company-wide brochures and presentation decks, improving professionalism and brand alignment.

*Finance of America Mortgage* 2017-2022

### MARKETING MANAGER

- Managed all marketing collateral, ensuring adherence to brand standards across print, email, social media, CRM, and web platforms.
- Partnered with product and marketing teams to develop creative concepts that enhanced promotional campaigns and drove engagement.
- Led cross-functional collaboration to understand and translate project needs into effective visual solutions.
- Coordinated with external vendors and printers to ensure high-quality production of marketing materials within budget.
- Developed multimedia assets for product launches, events, and presentations to support the organization's marketing strategies.

*DKI Ventures* 2014-2016

### SENIOR GRAPHIC DESIGNER

- Designed and produced graphic materials for corporate events, including signage, directories, magazine layouts, and multimedia presentations.
- Managed a team of designers, overseeing the creative process and ensuring alignment with brand goals across multiple projects.
- Collaborated with external vendors to produce high-quality printed and digital materials reinforcing brand identity.
- Developed templates and standardized design workflows that improved team efficiency and reduced turnaround time.

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## S K I L L S

- Brand Development & Management
- Strategic Visual Communication
- Multi-Platform Campaign Design
- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver)
- HTML, CSS, and Web Design
- Photography & Multimedia Production
- Project Management
- Proposal Graphics Development

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## E D U C A T I O N

*Bachelor of Fine Arts Degree in Graphic Design*

CALIFORNIA COLLEGE  
OF THE ARTS  
Oakland/San Francisco

*Black Alliance for Educational Options*

2002-2016

### FREELANCE GRAPHIC DESIGNER

- Directed the development of national branding strategies, encompassing print collateral, intranet, and web presence.
- Conceptualized and executed digital marketing plans for annual events, including email campaigns, flyers, and program books.
- Maintained brand integrity by preparing print-ready documents and ensuring quality control for all external graphic material.
- Designed interactive PDFs and web-based assets to improve user experience and digital accessibility.

*Gilbane Federal*

2012-2016

### FREELANCE GRAPHIC DESIGNER

- Created branding materials, including proposal graphics, presentation decks, and internal collateral, to align with corporate standards.
- Worked closely with technical teams to visually simplify complex data for project proposals, resulting in more engaging presentations.
- Provided on-demand creative support for proposal deadlines, ensuring timely delivery of high-quality, client-ready materials.

### OTHER FREELANCE EXPERIENCES

2002-2016

- *GIS Planning*
- *NewSchool of Architecture & Design*
- *Berkeley University of California*
- *State Compensation Insurance Fund*
- *Aquarium of the Bay*
- *Red and White Fleet Cruises*
- *AMPL*
- *Children's Musical Theater*

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## V O L U N T E E R E X P E R I E N C E

*St. Catherine of Siena Parish, Vallejo, CA*

1998-Current

### LECTOR VOLUNTEER COORDINATOR

- Scheduled and trained a team of 12+ lectors to ensure smooth and effective participation during liturgical services.
- Conducted weekly meetings and implemented a feedback system to enhance lector delivery, focusing on public speaking skills, voice projection, and clarity.
- Collaborated with church leadership to align readings and themes with liturgical seasons, ensuring cohesive worship experiences.

*St. Catherine of Siena Parish, Vallejo, CA*

2022-Current

### PASTORAL COUNCIL MEMBER

- Advised Pastors and church leadership on community engagement initiatives and programs to better serve the needs of parishioners.
- Acted as a liaison between parishioners and church leadership, gathering feedback to identify and address community concerns.
- Participated in monthly council meetings, assisted in creating agendas and documenting action plans to ensure alignment with church goals.