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supercoolsuperrad.com



SOOTHING RELIEF FOR ALL YOUR ART DIRECTION

AND DESIGN NEEDS

OVER 13 YEARS
EXPERIENCE

NOW! WORKING TOGETHER SINCE 2013 **1**

HARO Bikes



Current Responsibilities Include:

- Art Direction and Trend Forecasting
- Photography, Photo and Video
- Storyboarding and Direction
- Cross Platform Campaign Creation, Direction, Design and Management
- Digital, Web, Print and Packaging Design
- Bicycle and Component Graphic Design
- Softgoods and Product Graphic Design
- Project Management
- Personnel Management
- Budget and Materials Management

Out of respect for my current employer I ask that you please notify me before contacting Haro. Thank you in advance.

YOU TOO CAN BE YOUR OWN BOSS!

FREELANCE

SENIOR

Graphic Designer

2

Responsibilities Included: Branding & Identity systems / Advertising Campaign Creation, Direction and Design / Website Design / 2D and 3D Point of Purchase Design / Packaging Design / Product Graphics Photo and Video direction / Marketing, Color and Trend Forecasting



2011-2013

MAKE FRIENDS! EARN MONEY!
WITH CLIENTS LIKE:

1650 Creative, Bob Haro Designs, Del Frisco's Restaurants, Lurkville Skateboards Project X Media, Rivers Casinos, Splash Cosmetics, Linus & Schwinn Bicycles!!!

SDSU SAN DIEGO STATE
UNIVERSITY



BACHELOR'S OF ARTS

APPLIED ARTS, EMPHASIS IN GRAPHIC DESIGN
GRADUATED WITH DEANS LIST HONORS

ALUMNI OF SAN LUIS OBISPO HIGH SCHOOL

2007

SPY OPTIC
AND THE ORANGE 21 BRANDS
GRAPHIC DESIGNER

2007-2011

- *ADVERTISING CAMPAIGN CONCEPTS & DESIGN
- *POINT OF PURCHASE DESIGN, INSTALLATION & PROJECT MANAGEMENT
- *TRADESHOW DESIGN, CONSTRUCTION, COORDINATION & PROJECT MANAGEMENT
- *CATALOG DESIGN
- *BUDGET MANAGEMENT
- *PHOTO CORRECTION
- *SOFTGOODS GRAPHIC DESIGN

3

SOFTWARE SKILLS

 PS ROCK N ROLL PHOTOSHOP ADVANCED	 IL ROCK N ROLL ILLUSTRATOR ADVANCED	 IN ROCK N ROLL INDESIGN ADVANCED
 OU ROCK N ROLL MS OUTLOOK ADVANCED	 WD ROCK N ROLL MS WORD ADVANCED	 EX ROCK N ROLL MS EXCEL ADVANCED
 PP HANGIN LOOSE POWER POINT PROFICIENT	 PR MELLOW YELLOW PREMIER PRO MODERATE	 FC MELLOW YELLOW FINAL CUT PRO MODERATE

REFERENCES PROVIDED UPON REQUEST.



Call Now



SCREEN PRINTING, FREEHAND
AND DIGITAL ILLUSTRATION,
PEN AND INK, CHARCOAL,
ACRYLIC, MIXED MEDIA,
COLLAGE, PHOTOGRAPHY



- Plus - PHOTOGRAPHY & VIDEO DIRECTION

AWARDS & RECOGNITION

MEN'S JOURNAL / 2017'S COOLEST BIKES
BICYCLING MAGAZINE / 17 BIKES FOR 2017
ROAD BIKE REVIEW / 10 MOST INTRIGUING ROAD BIKES
BIKEPACKING / LUCKY 7 FOR 2017
CYCLING TIPS / BEST OF 2017
BICYCLING MAGAZINE / 16 BIKES FOR 2016
AIGA / PORTFOLIO REVIEW PANELIST 2015 THROUGH 2020
ROAD BIKE REVIEW / BEST IN SHOW, INTERBIKE 2014
STYLE OF SPORT / BEST IN SHOW
INTERBIKE 2014
CITYBEAT / PHOTOGRAPHY AWARDS
2009, 2011
AIGA / PORTFOLIO GRANT, 2007



LOOK!

VIEW MY PORTFOLIO AT **SUPERCOOLSUPERRAD.COM**