

# FELIPE GUTIERREZ

## graphic designer

951. 965. 1330

www.kufestudios.com

## \_goal

To constantly have rewarding experiences with people that are passionate about creativity and design, as well as collaborating with your company to improve your brand, and effectively increase value and sales.

## \_experience

- Developed branding strategies for corporate identities, marketing campaigns, groups, and special events.
- Extensive knowledge and experience video editing & motion graphics.
- Very strong print design experience with solid typography, clever color theory, and innovate photo manipulation.
- Worked in a studio environment managing multiple projects, meeting aggressive deadlines, working with art director, creative team, sales people and communicating with clients.
- Dealt with extensive publications; from concept, design, pre-press, color correction, marketing, etc.
- Designed and developed multiple websites, web banners, animated web ads.
- Versatility in dealing with any project with various types of clients.
- Fluent Spanish skills.

## \_work list

- **Freelance Designer** - November 2003 - Present
- **Senior Graphic Designer at Falken Tire Corporation** - January 2011 - July 2011
  - Lead branding efforts for new product lines with moodboards, sketches, and concept designs for marketing material.
  - Involved in a wide range of projects from magazine ads and brochure designs, to various trade show items, etc.
  - Rallied the art dept. to unite which lead to improvement in communication, brainstorming sessions, and overall culture.
- **Graphic Designer at Virtual Images - Design/Production Agency** – March 2008 - January 2011
  - Heavily involved in reigniting the Virtual Images brand which transformed companies image, broaden audiences, and boosted sales. ie. Official Logo concepts, redesigned website, marketing material.
  - Lead in many creative design areas, web, print, sales pitches.
  - Lead efforts for new product packaging design concepts utilizing CAD table. Eventually lead to successful product pitches, and new leads.
- **Graphic Designer at White Memorial Hospital** - November 2010 - Present
  - Work directly with Director of Marketing/Communications to produce material for hospital departments, community events, magazine ads and more. Contributions lead to increase in brand equity, event attendance, and overall interest of the hospital.

## \_software skill

- Adobe Creative Suite: Illustrator, Photoshop, InDesign, After Effects, Premier Pro
- Apple: iMovie, Pages, Keynote

## \_education

- BFA Graphic Design, La Sierra University 2004