

# FELIPE GUTIERREZ

## GRAPHIC DESIGNER

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### GOAL

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

### SKILLS

- 15 years of experience working in an office and off-site.
- Very strong print design experience with solid typography, clever color theory, and innovative photo manipulation.
- Developed branding strategies for corporate identities, marketing campaigns, groups, and special events.
- Extensive knowledge and experience video editing & motion graphics.
- 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.
- Fluent in Spanish.

### SOFTWARE SKILL

- Adobe Creative Suite: Illustrator, Photoshop, XD, InDesign, After Effects, Premier Pro,
- Squarespace, Wix
- Google Suite & Microsoft Suite

### EDUCATION

- BFA Graphic Design, La Sierra University 2004

### WORK LIST

#### • FREELANCE DESIGNER

[ June 2004 - Present ]

- Worked in an office, off-site, internationally, which resulted in versatility to deal and communicate with all kinds of clients.
- Developed skills to be a proven leader, a relentless fixer, and a kind collaborator.

#### • GRAPHIC DESIGNER - Loma Linda University Church

[ April 2020 - Present ]

- Redesigned and refreshed the web presence during Covid.
- Supported different departments with ads, new branding & diverse online marketing.

#### • SENIOR GRAPHIC DESIGNER - Falken Tire Corporation

[ January - July 2011 ]

- Heavily involved in the motorsports departments: Formula Drift Team and American Le Mans.
- Lead branding efforts for new product lines with moodboards, sketches, and concept designs for marketing material which resulted in successful product launches.
- Involved in a wide range of projects from magazine ads and brochure designs, to various trade show items, etc

#### • GRAPHIC DESIGNER - 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. i.e. Official Logo concepts, redesigned website, marketing material.
- Rallied the art dept. to unite which led to improvement in communication, brainstorming sessions, and overall culture.
- Led efforts for new product packaging design concepts utilizing CAD table. Eventually led to successful product pitches, and new leads.

#### • GRAPHIC DESIGNER - White Memorial Hospital

[ November 2010 - April 2017 ]

- Work directly with Director of Marketing to produce material for hospital departments, community events, magazine ads and more. Contributions led to increase in brand equity, event attendance, and overall interest of the hospital.