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AGI Media (06/2010 to present)
Template Manager

As Template Manager I work in the San Francisco office that is dedicated solely to our client; Electronic Arts (EA), for the global agency AGI Media. I am responsible for maintaining EA's templates used for print publications, from packaging to marketing materials. This position requires attention to detail and consistency as well as working within set standards that apply to hundreds of templates that need constant maintenance, updating and quality control. I am highly organized and flexible in maintaining evolving work-flow since all projects that are produced for EA starts out as a template. I maintain relationships with the project managers as well as the first party platform companies such as Sony, Microsoft and Nintendo, working with them to create and updating templates from beginning to end. I am required to have extensive working knowledge of video game requirements from ESRB guidelines to specific EA needs, etc., as well as supervising and directing production artists to help maintain the templates database. I find it highly rewarding to contribute to a process that produces high quality video game packaging using templates that are easy to follow and work with. I also expanded my knowledge of working in an ad agency atmosphere and focusing on a primary client's needs.

Page Mage Inc. (08/2008 to 12/2009)
Art Director/GUI

Pagemage.com is a start-up that offers a custom flash based template designer that generates auction pages for eBay end-users, essentially transforming their auctions into ecommerce based advertisements utilizing social media and a fresh look and feel that stands out from the average eBay auction. As the Art Director/GUI, I built the creative services department from the ground up including hiring the necessary designers. Employed at the beginning of product development, I created the User Interface (UI) and designed of the look and feel of the (flash based) template builder product, as well as overseeing and developing all the templates and artwork the builder utilizes. The UI needed to be user friendly for anyone not familiar with standard design-based software as well as making the product stand out from our competitors. Managed creative direction to the many themes and needs that an eBay user would require for their unique auction sales.

Responsibilities:

- Graphic User Interface design for template builder and all templates.
- Wireframe creation for templates.
- Administrated and maintained the template and clip art database.
- Developed artwork and established conceptual and stylistic direction.
- Worked closely with marketing to promote the ecommerce/social media options that would bring Page Mage to the forefront of eBay template subscription services.
- Negotiated with font and graphics vendors for licensing.
- Managed a team of up to four graphic artists; created weekly tasks to keep track with department deadlines.
- Worked with the back-end engineers on the UI to develop the software used exclusively by the Page Mage creative services department to create the templates that are used in our builder.
- Tested all graphics and templates, and created all reports crucial to the process.
- Created the category database UI for the builder and processed all images and templates to adhere to eBay's categories.
- Created reports and roadmaps of ongoing creative services projects.
- Maintained a smooth working environment meeting all deadlines for my department, doing what it took to make that happen.
- Designed Flash banners working closely with marketing to create exceptional ads.
- Worked closely with our web developer to update and improve pages on the existing web site.
- Established an internship program.

PageMage offered me a chance to "wear many hats" in a small start-up atmosphere. I was able to go beyond my comfort zone and contribute to the whole of the company taking initiative when opportunities arose and running with it to enhance the company whether it be for profit, to upgrade our image, or to maintain team spirit. I am proud of the accomplishments and contributions I made at Page Mage.

Single Point of Contact (2007 to 2008, 1/2010 to 3/2010)
Management Consultant

As Management Consultant, I came in and re-established the internal purchasing department for Single Point of Contact. Created a new process of operation from a non-existing system to a smooth working, profitable department. Managed, recruited, interviewed, trained, supervised and evaluated staff. Monitored all purchasing activities and relationships with vendors. Also, created reports on the progress of departmental changes and increased productivity of the purchasing department. Oversaw the order process and all aspects of the running of a purchasing department. This opportunity allowed me to expand my experience beyond design and delve into the human resources and departmental management.

VAM Design (2003 to 2008)

Art Director/Graphic Designer/UI

As the owner I worked closely with clients to produce conceptual graphic design, packaging, advertising, post-production, logo design and manipulation, web design, business-to-business graphics, ecommerce based sites and more. Provided excellent service getting projects finished in a timely manner for a reasonable rate. Did all design and creative concept from original layouts, production design, web site wireframes, to User Interface for a variety of business industries. Demonstrated the ability to build bridges of communication between creative and production efforts to ensure that the functionality of ideas and designs are realized to their fullest capacity. Responsible for all aspects of running a corporation from payroll to invoicing. I am extremely satisfied with the work I put into my own business and find the experience has allowed me a better insight to the business world as a whole.

List of Clientele and summary of tasks:

- 2KSports: Concept design, packaging, ads, point of purchase.
- Sega of America: Concept design, packaging, ads, point of purchase.
- Havok: Concept design, splash pages, ads, point of purchase.
- Electronic Arts: Packaging production
- Agatec: Concept design, packaging
- Walmart.com: UI/wireframes for photo section of walmart.com web site
- Mentura.com: Concept design, ads, email letters
- live365.com: Concept design, banner ads
- SayIt.com: Concept design, flash animation for online cards
- EVault: Concept design, white papers
- Single Point of Contact: UI, web page design, brochures, logo, business cards, sales sheets
- Booz Allen & Hamilton; Production news letters

Sega of America (2001 to 2003)

Lead Graphic Designer

Employed as Lead Graphic Designer for Sega of America. Created designs from raw conceptions into final pieces such as packaging, advertisements and point of purchase using inspiration, comparison, information, skill, and support. Worked with project managers to compare and contrast and mutually developed concepts geared towards the video game sales market. Produced creative on time and target that blew away the competition. Abilities include excellent Layout/Graphic skills; the talent to create original or touch up artwork for ads, packages, etc.; experience with drawing rough storyboard concepts, and great art directional and communication skills. I found working at Sega to be fun and enriching towards my creative talents.

TeamWorks Technology (2000 to 2001)

Art Director/GUI

Worked as Art Director for TeamWorks Technology, a start-up web based company. The company goal was to build interactive ecommerce sites for our clients. Responsibilities included conducting usability tests to make the sites more user-friendly as well as solving interface problems by designing and predicting how end users will utilize the site. With our client Revlon, the goal was to create a site that allowed you to upload a photo and be able to apply makeup to your picture. Also created the GUI for web-based marketing site for the magazines Always in Style and Seventeen Magazine to promote beauty products. Created user interface test web sites that allowed the end user to customize cars to cell phones. Worked closely with clients as well as project managers to complete the GUI for their web site. In this smaller business atmosphere, I gained understanding of working for a fast paced start-up as well as putting 110% into my work and acquiring more web design and marketing skills.

Lewis Galoob Toys (1998 to 1999)

Graphic Designer

Employed as a computer artist in their Star Wars(TM) Prequel toy design department. Responsible for processing and cataloging all images received from Lucasfilm Ltd. Organized various images for specific project involvement including cataloging images for vendors and the Hong Kong office: setting up, burning, and tracking images via CD libraries,

including work on decals for Star Wars(TM) Prequel toys for commercial shoots. Worked in the creative department on the Micro Machines 98® Web site and logo design and packaging design for the Spice Girls® Fashion Dolls. I gained experience and understanding of the basics of graphic design, production work, image maintenance and understanding global marketing.

Tab Products (1997-1998)

Graphic Designer

Employed as a Graphic Artist creating labels for clients; worked on Tab's internal Web site for the Technical Support Department, advised on design issues, and contributed GIF animations to their site. As graphic designer I honed my skills and learning more and about web design.

Industrial Light & Magic (1996)

Internship

While interning in the Digital Matte Department at ILM, I worked on numerous endeavors including 2D design for various projects, as well as logo design for Digital Matte and other departments for their web site. Assisted in departmental editing, retrieval and backed up archives, and on-going assignments. Participated in organizing aspects of department projects and internal paper work. Also, did extensive scanning of materials for use in digital mattes. Actively observed artists as they worked on pieces for upcoming films. I learned much of the entertainment business and was inspired to be a better artist.

DoveMedia, Ltd. (1994 to 1995)

Graphic Designer

Worked as a Graphic Artist for DoveMedia, an internal ad agency for Ross-Dove Co. Inc., a fast paced environment. Met with clients to discern needs and made recommendations regarding communication and design; kept track of job folders, filing, and overall upkeep. I was educated here in graphic design and this position was my launching point into the field.

Sybervision Inc. (1993)

Customer Service Representative

Employed as Customer Service Representative and Account Executive. Did creative-customer research; responsible for orders, shipments, credits, and refunds. Acquired valuable communication and organizational skills.

Platforms:

Macintosh and Windows

Software Experience:

- Photoshop
- Illustrator
- Indesign
- Flash
- Dreamweaver
- Quark XPress
- Powerpoint
- Basic understanding of HTML, CSS, and Javascript

Education:

San Francisco State University: BFA in Conceptual Design

Hobbies: I am an established potter and sell my pieces in Bay Area galleries and online. I also draw and paint. As an avid gardener, my home won third place for most improved property in San Bruno.