

## PROFILE

An accomplished Orange County-based designer who creates powerful branding and visual experiences. With a decade of experience in the marketing, branding & advertising industry, bringing a clean and sophisticated aesthetic to life, as well as a highly focused approach to use design to express a brand's core values.

### Brand & Visual Identity Development

Deep understanding of branding, visual identity, and look & feel development. Launched many major branding campaigns.

### Creative & Art Direction

Strong sense in creative and art direction that aligns with brand's core strategy across different projects and platforms.

### Franchise Marketing Expertise

Decade-long experience in the franchise industry. Partnered with decision-makers and leaders of brands in creating long-term marketing plans. Driven many brands to success resulted in rapid expansion and high-profile mergers and buyouts.

### Ideation & Conceptual Thinking

Strong thought leader in idea generation and a high-level conceptual thinker... to use the term "problem solver" is without cliché.

## EDUCATION

BA, Art (Graphic Design)  
Cal Poly, Pomona 2005

## SKILLS

Advertising, Art Direction, Brand Strategy, Branding And Visual Identity, Creative Direction, Design, Digital Marketing, Direct Mail, Web Design

## EXPERIENCE

### Idea Hall

Senior Designer 2015 – Present

A fully integrated marketing agency combines branding, advertising, PR and video-content creation to service the marketing need for many businesses.

As senior designer of my team, I led the creative effort for some of the major clients of the agency. Applications start from development of brand strategy, look & feel, and corporate guideline, which then further expand applications to print, ads, digital, video content and more.

Notable clients:

- Swinerton Builders
- CU Direct
- The Irvine Company
- Bixby Land Company
- Chapman University/ MUSCO Center

### Post-Agency Advertising

Designer 2005 – 2015

An outside-the-box boutique agency specializes in partnering with young "challenger" brands to go against the *Goliaths* of their industries.

The agency's unique work structure allowed me to work closely with the client along with their long-term branding/ marketing strategy. As lead designer, I was in charged to handle multiple aspects of creative projects with minimal supervision, as well as handle the creative studio's day-to-day operations.

Notable clients:

- Yogurtland
- zPizza
- Diedrich Coffee
- Gloria Jean's Coffee
- Coffee People
- Keurig "K-cup"
- Kia Motors
- Pressed Juicery
- Ruby's Diner
- Del Taco