

Yrene Ramirez

Graphic Designer & Illustrator

www.yreneramirez.com

yreneramirez22@gmail.com

[760] 835.0073

EDUCATION

BFA - Communication Arts
Emphasis in **Graphic Design**
Otis College of Art & Design
[2014 - 2018]

PRESS SKILLS

Illustrating, Book
structures, Letterpress
& Silkscreen printing

SOFTWARE SKILLS

Proficient

Photoshop, InDesign, Illustrator

Knowledgeable

After Effects, Premiere Pro,
Adobe Acrobat Pro, Excel,
Google Sheets, Microsoft Office

Additional Platforms

Meister Task, Asana, Mailchimp,
Slack, Gizmo, Click-Up, Mondays,
Bright Author, and Word Press
(Architect Thrive).

EXPERIENCE

Print & Digital Graphic Designer // Kura Revolving Sushi Bar June 2019 — June 2021

Head designer that product project managed print materials for marketing such as special menus for events, flyers, posters, soffit designs, barricades for store openings, pop and name stickers using Adobe Illustrator and Indesign.

Re-branded Kura's menu design for food and alcohol with layout, colors, textures and structure.

Digital designed social media posts, email blasts, blog posts, and digital signage (malls and inside/outside restaurants) to boost sales within different platforms to promote special menu announcements

Grew leadership techniques by managing projects, prioritizing assignments and developing a marketing plan by utilizing research with critical thinking for Kura's corporate food company.

Junior Graphic Designer // Eat Sleep Work Oct. 2018 — Mar. 2019

Led creative direction and delivery to acquire new client (Laurel House): Created 3 different concept identities through mood boards, typefaces, type treatment, logos, campaign brand identity and mock up designs

Designed various marketing collaterals for company's largest client (Schwarzkopf) across multiple touchpoints: Print newsletters, sales sheets, product mockups and Digital Ad banners.

Gained hands-on knowledge and experience on print production, brand identity, advertisement, teamwork, client meetings and problem solving design.

Junior Graphic Designer // San Lorenzo Bikinis Aug. 2018 — Oct.2018

In-house jr. designer to execute multiple swimwear campaign layouts inspired from the senior designers monthly moodboards.

Animated gifs for Instagram stories, and mailchimp newsletters (learned light coding).

Gained experience working with out of state leadership team (Hawaii) on advertising, digital production and marketing for social media.