

Experience

Beeline Group. Hayward, CA / 2009 — Present

Senior Graphic Designer

Design print and web based projects for client advertising campaigns. Advertisement collateral includes product signage, posters, flyers, e-mail ads, and web banners. Design and develop front end graphics for e-commerce sites including HP, Staples and Amazon.com. Help direct photo shoots to maintain thematic scope as well as client branding guidelines.

Studio Telescope. Oakland, CA / 2008

Graphic Designer

Conceived multiple design solutions through research and ideation. Developed projects including company logos and stationary, concert posters, vinyl banners, album covers, websites, and various advertisement collateral.

PaulBustamante.com / Oakland, CA / 2006 — Present

Freelance Graphic Designer & Consultant

Freelance graphic design working with a wide variety of clientele. Presented solutions to clients, researched printers and performed press checks for client projects. Art directed illustrators and photographers to create project assets.

Autodesk Inc. / San Francisco, CA / 2006

Graphic Designer & Production Intern

Worked with directors, designers and copywriters in the Brand Services Department to design print and online media projects. Following company branding guidelines, I created sketches & mood boards, product icons, tradeshow collateral, and graphics for the corporate website.

Education

May 2005 — BA Industrial Design

San Francisco State University. SF, CA.

May 1999 — AA Media Design

Diablo Valley College. Pleasant Hill, CA.

Skills

Computer Skills — Macintosh and PC. Proficient in Adobe CS4 Photoshop, Illustrator, InDesign, Acrobat, Flash, Dreamweaver, QuarkXPress, Corel Draw and Microsoft Office. Familiarity with Gerber Omega.

Print Skills — Working knowledge of printing processes including 4-color offset printing, and laser imaging. Preflight, digital photography, screen printing, painting, letterpress and bookbinding.

Web Skills — Proficiency in XHTML, CSS, Flash Actionscript. Working knowledge of Javascript and PHP. Wordpress theme development.

Portfolio

Portfolio available @ PaulBustamante.com