

George L. Tapia

HELLO@GEORGETAPIA.COM (818) 714 - 1031

Accomplished multidisciplinary media designer & creative director with over 15 years of experience, currently working as a full-time graphic designer. While managing an independent full-service design & web development digital studio in Los Angeles, CA. Experience includes 6 years of e-commerce / CMS website design, development & data management, digital marketing, SEO, and product photography. With a continuing passion for education in UX and UI design, brand development and new technologies.

SKILLS

- Adobe Creative Suite
- Adobe XD
- Brand Development
- CSS3
- Digital Marketing
- Figma
- Google Suite
- HTML5
- Illustration
- Microsoft Office
- Product Photography
- Project Management
- SEO
- UI Design
- UX Design
- Visual Studio

EDUCATION

Communication Arts Associate in Art Degree
Pasadena City College
2006

Digital Marketing Certification
General Assembly
2014

EXPERIENCE

Graphic Designer

Regal Medical Group - Mar. 2021 - Present

- Effectively marketing the company and affiliates within project deadlines and budget
- Production of marketing-related sales tools, including but not limited to: retention and acquisition pieces, flyers, collateral, newsletters, signage, postcards, packaging, interactive design, email campaigns and other related projects
- Working within the brand's form and style restrictions while maintaining a fresh, strong and dynamic aesthetic
- Design execution, file management of in-house designs and providing quality control on materials from external sources
- Designing various print and digital collateral for large scale marketing campaigns
- Managing external / internal communications to provide optimal design solutions
- Developing and maintaining organized computer folders and files for image and document assets
- Managing printer interfaces and performing press checks
- Collecting files for output / create printer ready PDF files to printer specifications and FTP to printer destinations on time

Creative Director / Graphic Designer

ModernCreature - Oct. 2013 - Present

- Developed and designed custom online campaigns to align with client goals
- Designed numerous client logos, websites, emails, and display ads
- Created all company branding material for print and digital assets
- Maintaining multiple client websites and social media accounts
- Scheduled, organized, managed, and coordinated client projects
- Secured clients business with personable service and creative problem solving
- Researched and utilized streamlining business software to increase productivity

Senior Graphic Designer

New Chef Fashion, Inc - Nov. 2019 - March 2021

- Managing all design projects, from conception to delivery
- Lead design in all print and digital marketing content
- Design, developing & maintaining brand consistency
- Preparing artwork for multiple garment embellishment methods including embroidery, screen printing and direct to garment
- Refine images, fonts and layouts for ads and in-house materials
- Managing, scheduling and executing product photography shoots
- Retouching, editing and compositing photos
- Generating ad ideas and concepts for products and services