

## EDUCATION

Art Center College of Design  
Pasadena, California  
BS Industrial Design, 2008

Art Center College of Design  
Pasadena, California  
BFA Graphics and Package Design  
with honors, 1998

Los Angeles Trade Technical College  
Los Angeles, California  
Certificate Commercial Arts, 1993

## SKILLS

Mac / PC  
Adobe Photoshop, Illustrator,  
Indesign, Solidworks,  
QuarkXPress, Dreamweaver,  
Image Ready, PowerPoint,  
familiarity with Rhino, Alias

Traditional  
Sewing, Knitting, Letterpress,  
Collage, Pen + Ink, Watercolor

## RECOGNITIONS, PUBLICATIONS

Souther California World Water Forum  
College Grant (Team) Winner, 2008

Core77 Article by Mariana Amatullo  
"Design Your Dream: Design Education  
and Advocacy"

ICSID's (International Council of  
Societies of Industrial Design)  
Featured Project Gallery  
Designmatters Project for Project  
Concern International

The Annual of the Type Directors Club, 1999

Art Center Gallery Exhibition

## INTERESTS

Culture, architecture, humanitarian  
design, sustainability, typography,  
street art, history, photography,  
fashion, Do-It-Yourself, crafts,  
art + music, outdoor, travel

References will be available upon request

## EXPERIENCE

Industrial Designer / Fall 2007, Fall 2008

Collaborated with California Institute of Technology's Engineering and Raphael Landivar's Industrial Departments (Guatemala) in "Industrial Design for the Developing World", developed a low-cost passive water distiller for the indigenous people in rural Guatemala.

I.D. Workshop, Inc., Portland, OR / Footwear Design Intern, Summer 2008

Collaborated in brainstorm sessions and ideation sketches; assisted in color selection for winter/outdoor footwear and technical layouts; created vector drawings and renderings; conducted research for future brand, innovation direction and inspiration; prepared presentation layouts and PowerPoint slides.

FINCA International / Volunteer Graphic Designer, Summer 2008

Developed Net Impact's (USC-UCLA-Caltech Partnership) Microfinancing catalogues for FINCA (The Foundation for International Community Assistance) Organization

California Institute of Technology / Art Director + Photographer, Fall 2007

Art directed a short film, entitled "E-105: Industrial Design for the Developing World", collaborated with motion graphics animator, videographer, photographers, Caltech

Philips Design, Hong Kong / Industrial Design Intern, Summer 2007

Worked closely with Director on a hearing aid concept; collaborated with designers in Product and Graphics Departments for the induction oven surface; conducted interviews on user-research for concept project; assisted in preparation for the annual product presentation

Friends of the Earth, Hong Kong / Volunteer Design Advisor, Summer 2007

Advised creative direction for future branding of FOEHK, a non-profit organization for the good of the environment

Freelance Graphic Designer / 1993- 2006

Developed brand identities, created brochures and packaging, carried out projects from design to production, collaborated with designers

Clients included Volunteers of America, Maureen Erbe Design, Design Office of Pangerl and Riordan, Zorbit Resources, KMS, Aquatic AV, Analog Pictures, Sofia Ray Interiors, Camerata Symphony, Vision Street Wear

Targus, Inc. (Roundhouse, Inc.), Anaheim, CA / Senior Graphic Designer, 2002-2004

Developed worldwide branding for audio and computer case packaging; involved in art direction from concept development, photoshoot to final production; communicated and worked with local and overseas vendors; delegated projects among freelance designers and production artists

Company clients included Apple, HP, Toshiba, WalMart, Best Buy, Target, Musicland

Roundhouse, Inc., Los Angeles, CA / Graphic Designer, 1999-2002

Developed product branding for CD Project's brand; art directed photoshoots and oversaw freelance production artists; communicated and worked with overseas vendors in China

Company clients included Toshiba, Bell Sports, WalMart, Best Buy, Target