











Proficiencies

-  Adobe Photoshop
-  Adobe Illustrator
-  Adobe InDesign
-  Adobe After Effects
-  Adobe Premiere Pro
-  Adobe Lightroom
-  Adobe Bridge
-  Adobe Acrobat
-  SketchUp
-  Microsoft Word
-  Microsoft Excel
-  Microsoft Powerpoint

Paolo M. Encarnacion

Illustrator and Graphic Designer

Education

California State Polytechnic University Pomona, CA SEP 2002 - MAR 2008
Bachelor of Arts in Graphic Design

Experience

Top Greener Inc. - Irvine, CA

Graphic Design Lead

MAR 2022 - PRESENT

- Collaborated closely with the Marketing Manager to define new tasks and prioritize responsibilities within the team.
- Coordinated with the design team to strategically allocate tasks based on skillsets and workload. Ensured effective project outcomes.
- Led productive meetings with the design team for progress updates, issue resolution, and constructive feedback on pending work via Trello and Monday.
- Conducted comprehensive reviews of newly submitted work on Trello, discerning areas for improvement, and assigning image revisions when necessary.
- Additional duties include everything listed below:

Graphic Designer

JAN 2020 - MAR 2022

- Proficiently employ various software tools for diverse tasks, including Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Bridge, Acrobat), Google Suite (Docs, Sheets, Forms, Drive, Calendar), Microsoft Office (Outlook, Word, Excel, PowerPoint), and SketchUp.
- Facilitate team communication through Slack and Outlook.
- Efficiently organize and coordinate tasks using web-based platforms Monday and Trello.
- Systematically back up and organize completed assignment files and assets on the company cloud drive.
- Develop brand identity in alignment with the company's mission statement, utilizing existing logo and colors.
- Design creative layouts for digital and physical materials, including product bulletins, promotional flyers, brochures, catalogs, social media posts, and slideshows.
- Design packaging for products, from concept to finalization, ensuring print-ready files.
- Capture high-quality photographs and videos of products in a designated photo room, utilizing DSLR cameras and equipment.
- Enhance and retouch various photographs, including products, events, projects, and team members.
- Collaborate with the design team to create logos and visual identity for new product lines, coordinating with the marketing team for finalization.
- Engage with copywriters and technicians to better understand product functions and applications for improved design outcomes.
- Create listing images for Amazon and the company website.
- Generate and upload images to Amazon Seller Central's A+ Content Manager.
- Design images and layouts for the company's Amazon Brand Page.
- Utilize SketchUp to create 3D models of products and demonstrate their various applications in different settings.
- Storyboard video ideas for filming and motion graphics, collaborating with design and marketing teams for finalization.
- Create motion graphic ads, featurettes, and company reels using After Effects and Adobe Premiere, incorporating product images and assets from Adobe Stock.



Transferable Skills

Reliable

Critical Thinking

Team Player

Attention to Detail

Problem Solving

Work Under Pressure

Adaptability

Communication

Constructive Criticism

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Experience (continued)

Altech Electronics - Paramount, CA

SEP 2017 - JUN 2019

Senior Graphic Designer / Marketing

- Proficiently utilize a variety of software for diverse tasks, including Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Acrobat), Google Suite (Docs, Sheets, Forms, Drive, Calendar, Gmail), Microsoft Office (Word, Excel, PowerPoint), Mailchimp, AGI32, and Audacity.
- Develop and maintain brand identity, incorporating the company's existing logo and colors into a cohesive visual style consistent with the company's mission statement.
- Spearhead major trade show initiatives, from research to booth design and aesthetics, collaborating with fabricators, creating motion graphics, and designing promotional materials such as t-shirts, USB drives, and pens.
- Design creative layouts for various materials, including product bulletins, promotional flyers, brochures, catalogs, social media content, slideshows, and case studies, in both digital and physical formats.
- Conceptualize, present, and finalize the design of the company mascot, overseeing its marketing involvement.
- Design packaging for products, from template creation to finalization, ensuring print-ready files.
- Skillfully touch up photographs of products, events, projects, and team members.
- Conceptualize, finalize, and schedule weekly e-mail campaigns through Mailchimp.
- Create logos for the company podcast and affiliated entities.
- Generate and update images for the company website.
- Produce technical illustrations of products using Adobe Illustrator.
- Communicate with in-house sales reps and affiliates to strategize marketing goals, gather details, and lead meetings.
- Participate in webinars to foster teamwork and trust among all attendees.
- Maintain inventory of marketing materials and ensure replenishment as needed.
- Act as a liaison with printing companies, preparing all files for print.

Express Sales Corp. - Cerritos, CA

NOV 2016 - AUG 2017

Graphic Designer

- Craft engaging digital ads for email blasts to maximize impact and reach.
- Craft visually appealing brochures and flyers for trade show distribution, effectively showcasing the company's offerings.
- Collaborate with the sales team to strategize upcoming ad campaigns.
- Skillfully touch up product photographs for enhanced visual appeal.

Interdigital Communications - Cerritos, CA

JAN 2008 - OCT 2015

Graphic Designer

- Develop captivating digital ads for email blasts, optimizing for effective communication.
- Craft visually appealing brochures and flyers for trade show distribution, effectively showcasing the company's offerings.
- Skillfully touch up product photographs for enhanced visual appeal.
- Collaborate with the sales team to strategize upcoming ad campaigns.
- Create visually appealing images for the company website, maintaining an online presence.

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Freelance Work

PaoWorks

MAR 2023 - Present

- Conceptualized and produced a diverse collection of 32 stickers, 25 art prints, 2 tote bag designs, 2 greeting cards/postcards, and 1 shirt.

Drawn of Time Comics

OCT 2013 - Present

- Served as Character Designer and Penciler for comic book series, including "Splash of the Titans," "An Axe to Grind," "ADversaries," and "Don't Look Back."

District Verdant

MAY 2019

- Conceptualized and created artwork for District Verdant's album *Dust Storms May Exist*.

App Tea

OCT 2016

- Contributed as a Concept and Background Artist for the mobile game "BONESAW."

PixelDrip Gallery

JUL 2012 - SEP 2013

- Illustration *Bolin for Pabu* exhibited in *I'm the Art Show, Deal with It* (2013).
- Illustration *Keep on Trollin'* exhibited in *Six Seasons and a Movie* (2012).

East Los Angeles College

JUN 2013

- Designed a t-shirt for the Nursing graduating class of 2013.

Respond Clothing

MAR 2006 - JUN 2008

- Created five unique t-shirt designs for Respond Clothing.