JD DIAZ   email: moxshen@icloud.com   phone: (510)804-7798   portfolio: jd-diaz.com

SKILLS

Graphic Design & Visual Storytelling; Motion Graphics & Video Editing; Branding & Identity Development; Typography, Color Theory & Layout Design; UI/UX Design & Wireframing; Illustration & Digital Art Creation; Print Production & Prepress Preparation; Web Design & Content Management; Social Media Campaign Design & Asset Creation; Audio Editing & Sound Design

COMPETENCIES

Creative problem-solving & design thinking
Multitasking across digital, print & experiential projects
Cross-functional collaboration with design, marketing & product teams
Project management & deadline-driven execution
Translating complex concepts into visual solutions
Project management & deadline-driven execution
Attention to detail & quality assurance

TOOLS

Design & Creative Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Figma After Effects, Motion, Final Cut Pro Cinema 4D, Canva, Sora
Web & Digital: WordPress, Drupal, Website Builder, Shopify, Printful, Business Manager
Collaboration & Productivity: Wrike, Basecamp, Quip, Slack, WebEx, Box
Audio & Multimedia: Ableton Live, GarageBand, Logic Pro

EXPERIENCE

Apple (rotation) - July 2025 - October 2025 - Elk Grove, CA

• Created and edited graphic and video assets with Final Cut, Sketch, After Effects, and Photoshop to support the Recruiting Web Enablement team for Interns and Retail, ensuring all deliverables align with Apple brand standards.
• Partnered with the Web Enablement team and stakeholders, leveraging meetings, WebEx, and Slack to drive project success and ensure alignment with Apple brand standards
• Maintained technical accuracy and correct delivery formats for final assets by leveraging Compressor and Sketch, eliminating errors related to file size or image resolution
•Effectively managed time and deadlines working on several projects simotaniously. Quickly and effectively navigating through design, editing, and content management related softwares assuring deadlines are met for deiverables.

Apple - Mac/iOS Tech Support - Elk Grove, CA

• Resolve complex hardware and software issues for Mac and iOS devices by troubleshooting system errors, connectivity problems, and application malfunctions, increasing first-call resolution rates and improved customer satisfaction scores.
• Guide customers through new device setup, data migration, and account security by explaining technical steps in clear, user-friendly language, resulting in higher customer confidence and reduced repeat support requests.
• Deliver exceptional customer experiences by actively listening and tailoring solutions to individual needs while Documenting case details and resolutions in Apple's CRM systems for accurate follow-up and support continuity

Capslapz Printing - Print Production Designer — 2020 - Ongoing Sacramento, CA
• Develop print materials including banners, stickers, labels, heat-transfers, and car wraps
• Pre-flight print ready files ensuring that they meet technical specifications
• Identify potential issues with printing related to color, resolution and layout and file types
• Communicate effectively with printers and customers to ensure a smooth production flow

Marketing Kings - Branding & Visual Design — 2010-2020 Oakland, CA
• Collaborated with clients and stakeholders to define brand objectives and project scopes
• Developed visual identities for brands through creation of logos utilizing branding best practices
• Designed marketing campaigns including billboards, signage, web graphics, posters & flyers
• Maintained organized brand assets for client revisions and pre-flight designs for print & web

Yafa Pen Company - Packaging Designer — 2013 - 2015 Canoga Park, CA
• Developed product packaging, department store displays and trade-show marketing designs
• Developed front end graphics and HTML landing pages for the company's many products
• Edited images and videos optimizing color, style and composition for web and print purposes
• Participated in collaborative creative team meetings to plan for upcoming events and deadlines

Kreative Webworks - Front-End UX Design — 2011 - 2013 San Cemente, CA
• Developed web graphics, including banners, buttons, icons, landing pages, and emails
• Designed and coded user-friendly web interfaces using HTML, CSS and JavaScript
• Optimized web graphics and coding for optimal performance across various browsers & devices
• Participated in brainstorming sessions with stakeholders to receive feedback and refine designs

Bright Antenna Records - UX Graphic Design — 2010 - 2011 Emeryville, CA
• Developed a variety of print materials including banners, stickers, labels, heat-transfers, DTF
• Pre-flighted print ready files ensuring that they meet technical specifications
• Identifed potential issues with printing related with color, resolution and layout and file types
• Communicated effectively with printers and customers to ensure a smoo

EDUCATION
Expression College for Digital Art
Bachelors of Applied Science in Motion Graphic Design

CERTIFICATIONS
Mastering Final Cut Pro — LearnQuest
Visual Elements of User Interface Design — California Institute of the Arts
Web Design Wireframes to Prototypes — California Institute of the Arts
UX Design Fundementals — California Institute of the Arts
Web Design Strategy and Information Architecture — California Institute of the Arts
UI/UX Design with Sketch — Coursera Project Network

HOBBIES
I enjoy visual art, making and recording music, traveling, outdoor activities, cooking and
working on content to help build my brands.