JD DIAZ

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Sacramento, CA 95816

MISSION

Professional graphic design specialist with 15 years experience and a proven track record creating visually compelling and user-focused designs. Skilled in Adobe Creative Suite, typography, and layout design. Strong emphasis on team collaboration, consistent reliability, and adaptability to meet evolving project needs. Known for blending creativity with strategic thinking to deliver impactful visual solutions.

SKILLS

- Adobe Creative Suite
- Time Management
- Visual Design
- Tech Support
- Keynote
- Marvel

- Project Management
- Motion Graphics
- UI/UX Design
- Branding
- Sketch
- SEO

PROFESSIONAL EXPERIENCE

Technical Support Engineer | Apple - Elk Grove, CA   *01/2020 - Current*

- Conducted root cause analysis of technical issues, implementing preventive measures for future occurrences.
- Explained technical information in clear terms to promote better understanding for non-technical users.
- Served as an escalation point for challenging technical inquiries, demonstrating expertise in product knowledge and problem-solving abilities.
- Enhanced customer satisfaction by resolving complex technical issues promptly and effectively.

Print Production Graphic Designer | Capslapz Printing - Sacramento, CA

                                                                                            01/2020 - Current
- Developed eye-catching marketing materials that effectively communicated brand messages and increased customer engagement.
- Enhanced project efficiency by streamlining print production processes and implementing new design techniques.
- Improved workflow efficiency by developing templates for frequently used layouts or design elements within the team.
- Managed multiple projects simultaneously, ensuring adherence to deadlines and maintaining a consistent level of quality.

Branding & Visual Design | Marketing Kings - Oakland, CA   *12/2010 - 01/2020*

- Developed creative design for print materials, brochures, banners, and signs.
- Created engaging social media graphics that drove user engagement and increased online visibility.
- Conceptualized creative designs for print materials, banners, and signs.
- Developed innovative design concepts that effectively communicated brand identity and boosted overall brand awareness.

Packaging Designer | Yafa Pen Company - Canoga Park, CA   *06/2013 - 01/2015*

- Designed attention-grabbing packaging materials that effectively showcased products and elevated brand perception.
- Used Adobe Creative Suite to edit images for use in marketing materials and website content.
- Utilized strong typography skills to create visually striking print materials that captured attention and conveyed key messages clearly.
- Managed design library, ensuring resources were up-to-date and easily accessible to team.

UI and UX Designer | Kreative Webworks - San Clemente, CA   *01/2011 - 04/2013*

- 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 and devices
- Participated in brainstorming sessions with stakeholders to receive feedback and refine designs

UI/UX Designer | Bright Antenna Records - Emeryville, CA   *10/2009 - 01/2011*

- Developed wireframes and prototypes to effectively communicate design ideas to stakeholders and team members.
- Conducted usability tests and analyzed feedback, identifying areas for improvement in the design process.
- Enhanced user experience by designing intuitive and visually appealing interfaces for web and mobile applications.
- Used wireframes, mock-ups and prototypes to establish user interface design and architecture.

EDUCATION

Expression College For Digital Art - Emeryville, CA   *08/2009*
Bachelors of Applied Science: Motion Graphic Design