

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
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 - Graphic Design & Video Editor (Rotation) - Elk Grove, CA — July 2025 - October 2025

- 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, everaging meetings, WebEx, and Slack to ensure 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 while working on several projects simultaneously, navigating design, editing, and content management software to ensure deliverables were completed on schedule..

Apple - Technical Support Advisor - Elk Grove, CA — June 2022 - March 2026

- 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 - Sacramento, CA — 2020 - Ongoing

- Develop print materials including banners, stickers, labels, heat-transfers, and car wraps
- Pre-flight print-ready files ensuring 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 - Oakland, CA — 2010 - 2020

- 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 - Canoga Park, CA — 2013 - 2015

- 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 Designer - San Clemente, CA — 2011 - 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 & devices
- Participated in brainstorming sessions with stakeholders to receive feedback and refine designs

Bright Antenna Records - UX Graphic Design - Emeryville, CA — 2010 - 2011

- Developed a variety of print materials including banners, stickers, labels, heat-transfers, DTF
- Pre-flighted print ready files ensuring that they meet technical specifications
- Identified potential printing issues related to color, resolution, layout, and file types
- Communicated effectively with printers and customers to ensure a smooth production workflow

EDUCATION

Expression College for Digital Arts

Bachelor of Applied Science in Motion Graphics

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 Fundamentals — 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.