

DEREK CALLAHAN

Graphic Designer

INFO



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EDUCATION

Bachelors of Science

Art Institute of Orange County
Santa Ana, CA
2010 - 2013

SKILLS / EXPERTISE

- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop

CAPABILITIES

- Project Management
- Image Manipulation
- Logo Design
- Color Theory
- Color Correction
- Typography
- Page Layout
- Concept Design
- Branding
- Package Design
- Photography
- Image Touch-Ups
- Email Marketing

PROFILE

- Creative and hardworking professional with 4 years' dedicated experience in the Graphic Designing industry. Working knowledge of design principles, practices, and methods of digital art, production procedures, printing system, and industry terminologies.
- Ability to interact effectively and maintain cooperative working relationships with clients, printers, coworkers and various end-users or outside vendors.
- Able to give and embrace constructive criticism while working in a team environment.
- Skill in design, layout, program interface, production, editing and overall project manipulation, consistency and completion.
- Detail oriented designer who embraces good design theory and ethics in order to maximize the effectiveness of a final project.
- Productive worker under pressure and highly motivated.
- Ability to conceptualize graphic end-result and ensure it corresponds with required guidelines as well as specific project and marketing needs.
- Strong organizational skills.

EXPERIENCE

Marketing Manager

Logomark / Tustin, CA / 2015 - Present

- Responsible for all activities related to conceptualizing and implementing market strategy and achieving marketing targets. Specific responsibilities include business and market development; market research and planning; strategic direction for promotion and advertising; coordination with sales; financial budget planning; Wishpond Marketing system; digital and e-commerce strategy and execution; and directing the day-to-day activities of marketing staff.

Art Director

Unilete / 2013 - 2015

- Worked closely with clients and created mockups for custom softball, basketball, football jerseys
- Designed and maintained company website through Magento
- Logo designs for upcoming softball, football and teams
- Designed marketing and campaign layouts for web and print
- Drove sales through various marketing campaigns
- Separated and Set up designs for screenprint

Graphic Designer

360 Productions / June 2012 - August 2012

- Created and set up large graphics for print on a large format printer
- Designed and built trade show booths
- Logo design