



DEREK CALLAHAN

Graphic Designer



Address

4322 Kenwood Ave
Los Angeles, CA 90037



Phone

951.227.1123



Email

derecallahan84@me.com



Website

blkhnydesignlab.com



LinkedIn

derek-callahan-33b60669

EDUCATION

Bachelor of Science

Art Institute of Orange County
Santa Ana, CA

PROGRAMS

Adobe Illustrator

Adobe Indesign

Adobe Photoshop

Adobe Lightroom

Adobe Acrobat

Microsoft Office

CAPABILITIES

- Project Management
- Logo Design
- Typography
- Page Layout
- Concept Design
- Branding
- Package Design
- Photography
- Image Touch-Ups / Corrections
- 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 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

Graphic Designer | USC / Los Angeles Memorial Coliseum - Los Angeles / 2017 - Present

- Assist with quality control by proofing artwork for submission, identifying the size and arrangement of layout using knowledge of layout principles and design concepts.
- Design art and copy layouts for materials such as illustrations, publications, graphs, charts, brochures, certificates, flyers, posters, slide presentations, etc. to be presented by visual media
- Prepare presentation graphics for slides, overheads, etc. Uses computer software packages to manipulate images. Produces a variety of freehand artwork (e.g. drawings, illustrations, logograms, etc.)
- Work with clients to advise, create modify and execute design standards and solutions to visual media objectives and/or requirements
- Work with advertising and/or marketing representatives to integrate copy and graphics most effectively.
- Determine size and arrangement of illustrations and copy. Selects type style and size. Arranges layout according to space availability and using knowledge of layout principles and design concepts
- Study illustrations and photographs to plan presentation of materials, products or services. Creates samples of finished layout and presents to client and/or supervisor for approval, as required
- Provide exception customer service to all faculty, staff, students and other Design Studio partners
- Responsible for establishing and maintaining good working relationships with key members of Auxiliary Services and other University offices

Marketing Manager | Logomark / Tustin, CA / 2015 - 2017

- 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.