

HELLO



CHARM DOMACENA

ART DIRECTOR / SENIOR GRAPHIC DESIGNER

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OVERVIEW /

A multidisciplinary designer and all around digital creative whose capabilities encompass multitudinous realms of visual media production. Resourceful and efficient in fast-paced environments. A natural leader and problem solver with a determined work ethic, strong eye for detail and an imaginatively flexible style ranging from minimal to bold, natural to surreal and everything in between.

EXPERTISE /

- Graphic Design
- Conceptual Design
- Environmental Design
- Creative Direction
- Print Production
- Web Production
- Rendering
- Brand Development
- Advertising/Marketing Support
- Creative Content Creation
- Photo Post-production
- Project/Team Management

TECHNICAL SKILLS /

- Adobe Creative Cloud
- Adobe Photoshop CC
- Adobe InDesign CC
- Adobe Illustrator CC
- Adobe Acrobat Professional
- Pre-Press/Print Production
- Web Production
- UI/Front End Web Design
- HTML & CSS
- Wordpress
- CMS
- Digital Photography
- Highend Photo Retouch
- Microsoft Office
- Powerpoint
- Social Media Platforms
- Hootsuite
- Evernote
- Trello
- Basecamp
- Proof HQ
- Dropbox
- Mac OSX & Windows PC

EXPERIENCE /

BENSUSSEN DEUTSCH & ASSOCIATES, INC [BDA] 2016 - present

WASHINGTON | *Freelance Sr. Designer*

- Worked with merchandisers and new business development team to create and develop retail branding, product design, and environmental design concepts based on trends and brand manager requests for Fortune 1000 companies.
 - KEY BRANDS: *Constellation Brands Beer Division [Corona, Modelo, Pacifico, Victoria], Starbucks, AT&T, Kohl's, MLB, NFL, NBA, HBO, Ford, Peterbilt, Caterpillar, The Home Depot, Bank of America*
- Ideated products and executed visual design work to articulate and produce concepts under extremely tight deadlines - created renders and presentation decks
- Graphic design and development for apparel, accessories, hard goods, soft goods, packaging, catalogs, ads and banners

ZULILY 2016 - 2017

WASHINGTON | *Freelance Sr. Visual Designer*

- Collaborated with art directors, producers, merchandisers, photographers, stylists, production artists and copy writers to conceptualize, design and develop cross platform creative assets for special event web campaigns generating \$100k to \$1+ million in sales
- Editorial and visual design for website and mobile apps - graphic design, photo editing/compositing, custom illustrations and typography within brand guidelines; upload, test and implement projects across all devices
- Train new in-house jr. designers on the editorial design team process and methods

NINTEX/DRAWLOOP 2016

WASHINGTON | *Freelance Wordpress Developer/Designer*

- Created wireframe concepts and visuals for new Lightning for Salesforce product launch web page working in collaboration with the Marketing Director
- Custom code, tested, and implemented the site on test server

DOPE MAGAZINE 2015 - 2016

WASHINGTON | *Design Director, Print & Digital*

- Responsible for design direction and visual production of the national magazine's print and digital channels
- Conceptualized, rebranded and restructured the print magazine's styling and branding elements - from font treatments to color palettes and other branded motifs. Designed layouts and created artwork for editorial spreads and advertisements
- Talent recruiting and project management for a staff of 15+ creatives, content producers and team members
- Oversaw projects, budgets, department productivity and maintained project timelines to ensure production deadlines are met
- Redesigned the UI and structure for dopemagazine.com; created CMS workflow for digital content team
- Responsible for production and content management across print, digital, mobile and e-commerce channels
- Ground-up development and management of digital department process, strategy and workflow; mentored creative teams across digital print and social media. Provided creative vision for new editorial and marketing concepts

SEATTLE OPERA 2015

WASHINGTON | *Freelance Sr. Graphic Designer*

- Redesigned marketing collateral and corporate documents according to the new brand guidelines
- Worked with the creative manager, copywriters and photographers to design and develop print collateral and web campaigns according to the Marketing Directors' requests - ads, billboards, signage, artwork, marketing materials, promo products, web banners and email headers; rebranded the organization's social media identity
- Assisted the Sr. Web Producer with content management and new site production - created images, graphics, built sections of the site, ported old site content to the new site, styled content, info and e-commerce webpages using HTML & CSS
- Photo editor tasks - pulled photos from opera archives to use for print and website content, performed post-production services including high-end digital retouching, color correction and image composition

ZOS PERSONAL FITNESS STUDIO 2014 - 2015

TEXAS | *Freelance Sr. Graphic Designer / Art Director*

- Created the fitness facility's logo, business cards, corporate branding materials, and building signage
- Worked with the marketing manager, photographers, stylists and models to design and develop marketing collateral
- Produced and art directed photoshoots to use for advertisements

MANAGEMENT SKILLS

Experience managing large projects and creative teams with diverse capabilities, working in deadline driven environments. Extensive background in leading cross-functional teams as well as collaborating with executives and senior management to develop projects and implement strategies from ideation through the production process. Detail-oriented, natural problem solver with strong project management skills and quick turn around time.

PERSONAL SKILLS

Designer/creative leader with 7 years of experience. Adept at liaising with qualified teams of directors, producers, designers, stylists, photographers, writers and editors in order to deliver high quality creative content that captivate audiences and drive results.

EDUCATION

CALIFORNIA STATE UNIVERSITY SAN MARCOS, CA

2009 - 2010

Completed 120.5 units towards B.A.,
Visual and Performing Arts:
Arts & Technology

PALOMAR COLLEGE SAN MARCOS, CA

2004 - 2008

Associate of Arts, Liberal Arts &
Sciences; Certificate of Competency in
Computer Graphic Design

– Photography Club

LANGUAGES

- English
- Tagalog

SOCIAL

LINKED IN/

[linkedin.com/in/charmdomacena](https://www.linkedin.com/in/charmdomacena)

TWITTER/

twitter.com/charmluv

INSTAGRAM/

[instagram.com/misscharmluv](https://www.instagram.com/misscharmluv)

REFERENCES

*Available upon request.

EXPERIENCE [CONTINUED]

DEMI GODDESS BOUTIQUE 2014 - 2015

CALIFORNIA | *Freelance Sr. Graphic Designer / Art Director*

- Designed the fashion boutique's brand identity, logo, print and web marketing collateral; created an e-commerce website
- Art directed photoshoots for lookbooks, website images and marketing content creation; high-end photo retouch

LUNA MAR CLOTHING 2014 - 2015

CALIFORNIA | *Freelance Art Director / Graphic + Web Designer*

- Designed the apparel company's corporate logo, signature shell graphic icon logos [used on their top-selling items], as well as custom splash webpages
- Art directed photoshoots for lookbooks and promo materials

INDIELUV MEDIA 2011 - 2015

CALIFORNIA | *Freelance Art Director / Sr. Graphic + Web Designer*

- Provide art direction, graphic/web design, branding and production services to small to medium-sized businesses
- Creative directed and project managed a team of photographers, designers and visual artists in a production studio environment to create editorials, ads, web content and marketing materials

RENE SANCHEZ PHOTOGRAPY 2011 - 2015

CALIFORNIA | *Studio Manager / Freelance Graphic Designer + Production Artist*

- Designed the photography studio's logo, print collateral and brochure/portfolio website
- Studio and project management - scheduling, coordinating photoshoots, maintain studio and other admin tasks
- Performed post-production services including processing raw images, high-end photo retouch and preparing client proofs

PRESSTIGE DESIGN 2013 - 2015

GUAM | *Freelance Graphic & Web Designer*

- Created the event planning company's logo/branding
- Designed stationery, event invitations, print collateral and an informational website

RISQUE BUSINESS 2012 - 2014

CALIFORNIA | *Freelance Art Director / Web Designer / Content Producer*

- Designed the costume and lingerie company's logo and website
- Created content for the website and social media channels

AUTOMATED ENERGY SYSTEMS [AES] 2014

GUAM | *Freelance Web Designer*

- Web design and development

IBB CONSTRUCTION & DEVELOPMENT 2013 - 2014

GUAM | *Freelance Graphic & Web Designer*

- Web design and development; photo retouch and custom graphic creation

FUTURE SPACE, LLC 2012 - 2013

GUAM | *Marketing Coordinator / Freelance Graphic & Web Designer / Photographer*

- Planned and organized marketing actions for a corporation with 4 subsidiary companies in the hospitality industry
- Placed ads; created, organized and implemented email campaigns; oversaw distribution of marketing materials
- Designed print collateral, new brochure website, and facility signage; wrote marketing copy; shot commercial photography

EMBODY FITNESS CENTER 2012 - 2013

TEXAS | *Freelance Art Director / Graphic Designer*

- Designed marketing collateral, ads and visuals for the facility; art directed commercial photoshoots

ASIAN BUSINESS ASSOCIATION OF SAN DIEGO 2010 - 2011

CALIFORNIA | *Freelance Graphic Designer*

- Event branding - designed logos, signage, marketing materials and html email newsletters

SAN DIEGO MARKETING GROUP 2010

CALIFORNIA | *Account Executive*

- Conduct direct B2B marketing campaigns for Fortune 500 companies

THANK YOU