



Email | jaredspellmandesign@gmail.com

Phone | 714-356-4915

Website | www.jaredspellmandesign.com

Objective

Utilize my artistic and creative abilities, problem solving skills, knowledge of design trends, and Adobe Creative Suite expertise to achieve the task at hand. I have extensive understanding of graphic and interactive design that's not limited to illustration, layout, UX/UI design, photography, packaging, and branding.

Work Experience

Katin USA Rancho Dominguez, CA | 4/2023 - Present

Graphic/Digital Designer

Concept and design within a variety of creative tasks along side the art and marketing departments.

- Design POP and in-store assets such as, windows, fixtures, signage, and 3D displays
- Create and design all digital assets including emails, social media assets, web design, and banner ads
- Catalog design and creation for sales reps and buyers
- Provide original lifestyle and product photography for marketing and ecom purposes
- Present mood boards and creative process for campaigns and projects

Roark Irvine, CA | 9/2022 - 4/2023

Graphic/Digital Designer

Design and manage the creative process of all digital creative for the company. Specifically DTC business for the website, email campaigns, paid and organic social, and other digital channels. Conceptualize and design from campaign briefs to launches. Create POP such as window ads and 3D displays, in-store displays, event flyers, inserts, catalogs, and more.

- Work closely with Marketing and Art Director to conceptualize and execute a variety of creative tasks from digital to print
- QA functionality of the website to ensure the best user experience across all platforms

Futures Fins Huntington Beach, CA | 1/2021 - 9/2022

Graphic Designer

Working with both the Art Director and Senior Designer to execute a vast variety of creative and design related tasks from campaign ideation, P.O.P, photography, and product design.

- Conceptualize and design fins with team riders including color schemeing, logo design, and creating original artwork
- Techpack creation to ensure appropriate production of products overseas and locally
- International P.O.P. including windows, in-store displays, and editorials
- Campaign conceptualization and execution for new product releases
- Original photography and photo editing for online ecommerce and campaigns

Education

Santiago Canyon College Orange, CA | 8/2015 - 12/2017

AA in Studio Art, AA in Psychology, AA in Liberal Arts

California State University, Fullerton Fullerton, CA | 1/2018 - 5/2020

BFA in Graphic and interactive Design

Software Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Lightroom), UX/UI software (Figma)

Personal Interests & Accomplishments

Designed and produced various art and design zines for Daydream, Thalia, and Mollusk Surf shops. Featured in California State University Fullerton's senior graphic design exhibition, and group exhibitions.