

# Randy Suarez

## Brand Experience Designer

I am a designer that has worked with brands to create unique artwork and compelling designs that help tell their story. The endless curiosity for technology innovation and design fuels my passion for creating immersive experiences with a human touch. An intimate understanding of design principles and creative problem-solving skills allow me to explore the unknown possibilities of a brand's vision and to execute a memorable experience across multiple products and brand touch points.

## Experience

### Pocket Made

Brand Designer  
Alameda, CA  
July 2014 - Present

Pocket Made is a startup design agency focused on working with brands to craft meaningful experiences. Together with the Art Director, I established a look and tone to match the brand's story and initiative. This fast-paced shop has taught me to be able to quickly iterate and adapt to a vast range of project types that include branding and strategy, digital and interactive, advertising, retail signage, and video production.

### Oliver Wilde

Owner/Designer  
San Francisco, CA  
July 2012 - September 2015

Oliver Wilde is a men's apparel brand that embodies a creative and dualistic lifestyle that infuses into design. I used Oliver as my creative outlet, allowing art and design to tell the story of my alter-ego. The designs produced screen prints, t-shirts, sweatshirts and hats, as well as marketing collateral. I manage all aspects of its art design, production, marketing strategy and brand direction.

### StubHub

Senior Visual Designer  
San Francisco, CA  
March 2013 - July 2014

Being the lead designer, I guided art direction for all campaign assets, producing key marketing pieces, while leading, mentoring and supporting the junior designers. This required close collaboration with cross-functional teams that involved high level meetings with stakeholders to successfully meet deadlines and milestone deliverables, while maintaining a consistent brand story.

### Art.com, Inc.

Visual Designer  
San Francisco, CA  
July 2010 - March 2013

As a Visual Designer, I worked on a multitude of large marketing campaigns, supporting creative requests with display and affiliate ads, emails and landing pages. I worked strategically with cross-functional teams, meeting with stakeholders and engineers to ensure the execution of campaigns ran smoothly, successfully and functionally.

### Randy Suarez Design

Branding & Digital Designer  
San Francisco, CA  
January 2006 - Present

While working as a Freelance Designer, I have helped several brands reach their goals and tell their stories. My expertise with design software and knack for storytelling help me create experiences with emotion, leaving my clients happy. I have worked with brands big and small, on projects that include branding and identity, mobile and web design, illustration, package design, T-shirt design, and much more.

## Education

San Jose State University  
San Jose, CA  
Spetember 2002 - May 2009

BFA: Animation/Illustration  
Story emphasis

Graphic Design, Storyboarding,  
2D Concepts, Illustration, Acting,  
Storytelling, Film, and Photography.

## Skills

Branding and Identity

Art Direction

Illustration

Visual Design

User Interface Design

HTML/CSS

Photoshop

Illustrator

InDesign