

# CRUZ

## VISUAL & GRAPHIC DESIGNER

### SKILL SET:

UI/UX/APP DESIGN  
GRAPHIC DESIGN  
BRANDING/TYPOGRAPHY  
MOTION GRAPHICS

### WEAPONS OF CHOICE:

PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
SKETCHAPP  
INVISIONAPP

### EXPERIENCE:

#### ZULILY, INC. - Visual Design/Marketing Design (2014-2017)

Design for web and mobile platforms. Utilized Photoshop for imagery composites, Sketch for visual app mockups, Illustrator for library content design, and Indesign for layout, in context view, and finalized presentations to share with stakeholders.

#### COMMON TABLE CO. - Visual Design APP (2016-2017)

Created wire framing and user experience with Sketch and Invision. Built static visuals with Photoshop. Utilized metrics to define target audience and overall aesthetic of app. Presented in-context Powerpoint to stakeholders.

#### DRKMNRS.COM - Visual Design/Branding (2016-2017)

Researched metrics to construct landing pages with Photoshop and Invision. Generated in context image presentation for stakeholders with Indesign.

#### BNA 78 - Lead Designer (2012-2014)

Led design team with various layout styles, mock-ups, site and designs for adult and kids clothing with Photoshop and Illustrator. Worked with and presented to high end clientele including Urban Outfitters and Nordstrom. Over saw process from design phase to finalization of products (including print color preciseness)

#### L2B PRODUCTIONS - Marketing/Advertising (2012-2014)

Guerilla marketing campaigns and advertisement with street art design within Photoshop and Illustrator, determined color accuracy for printed content.

**DESIGNER 43%**

**FOODIE 17%**

**SKATEBOARDER 11%**

**DENIM ENTHUSIAST 29%**

### DEGREE:

Bachelors in Design -  
Art Institute of California

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