

# DAVID TERCERO

GRAPHIC DESIGN & ILLUSTRATION



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## EDUCATION

### BACHELOR OF ARTS

**JUN 2011 - MT. SIERRA COLLEGE**

MEDIA ARTS & DESIGN

Visual Effects  
& Video Production

## SKILLS & ABILITIES

- PRINT DESIGN
- DSLR PHOTOGRAPHY
- IMAGE RETOUCHING
- LAYOUT DESIGN
- DIGITAL ILLUSTRATION
- PACKAGING DESIGN
- DIGITAL ASSET MANAGEMENT
- PRESENTATION DESIGN
- AUDIO AND VIDEO PRODUCTION
- PROFICIENT IN WINDOWS AND MAC

## APPLICATIONS

- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- LIGHTROOM
- AFTER EFFECTS
- PREMIERE
- ACROBAT
- MICROSOFT OFFICE

## EXPERIENCE

### GRAPHIC DESIGNER ..... SEPT 2013 - PRESENT

#### **PENTEL OF AMERICA, LTD. - ONTARIO, CA**

Design and produce extensive printed materials including product sell sheets, catalogs, promotional flyers, brochures and original art; create an assortment of product packaging, backing cards and displays for a variety of retail product lines; manage product catalog development projects for various sales and marketing teams

### FREELANCE GRAPHIC DESIGNER ..... 2009 - PRESENT

Various client projects including illustration, print design, web design, corporate re-branding, merchandising, identity guidelines and event photography

### CAREER ADVISOR ..... JUN 2012 - AUG 2013

#### **WESTWOOD COLLEGE, INLAND EMPIRE CAMPUS - UPLAND, CA**

Mentoring of students and graduates from the School of Design; develop business relations for employment in graphics and design industries; workshop design portfolios and resumes with students; develop curriculum changes with senior campus staff and faculty; organize and supervise industry-relevant events

### MULTIMEDIA DESIGNER ..... OCT 2011 - MAR 2012

#### **BAL SEAL ENGINEERING, INC. - FOOTHILL RANCH, CA**

Corporate Drupal-based website design and development; trade show exhibit booth graphics for print; various technical, marketing and product-specific literature design; video filming, compositing, editing and distribution; company-wide internal communications and newsletters

### GRAPHIC DESIGN/MARKETING ..... JUL 2011 - SEPT 2011

#### **CRN SOLUTIONS, INC. - WILDOMAR, CA**

Product catalog design for Primus Cable and CyberXLink; develop media-rich email advertisement campaigns for various product categories; e-commerce management for new product line

### UNDERGRADUATE ASSOCIATE ..... NOV 2010 - JUN 2011

#### **CULTURE OF INNOVATION, DISNEY CONSUMER PRODUCTS - GLENDALE, CA**

COI WordPress website design and development; Disney artwork and consumer product gallery design; "Speaker Series" promotional design; "Zip Clip" video production and motion graphics

### UNITED STATES NAVY ..... SEPT 2001 - SEPT 2005

#### **NAVAL AIR STATION LEMOORE - LEMOORE, CA**

Aviation Electronics Technician, 3rd Class Petty Officer