

KEVIN CORTEZ

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GRAPHIC DESIGNER

Dedicated Graphic Designer with 3+ years of experience in creating engaging digital and print design. Proficient in Adobe Creative Suite and skilled in branding, illustration, photography, and art direction. Proven ability to create and manage multiple projects that create lasting impacts. Bilingual in Spanish and English.

EXPERIENCE

THE TRANSLATIN@ COALITION – Graphics & Multimedia Specialist

October 2023 – Present

- Design all digital and print assets, including but not limited to: graphics, brand collateral, digital booklets, newsletters, social media posts, etc.
- Create and uphold brand identity in English and Spanish while developing campaigns with the creative team.

PACLIGHTS – Senior Graphic Designer

January 2023 – May 2023

- Led the marketing and advertising efforts to create brand awareness by managing multiple projects and meeting strict deadlines.
- Designed marketing materials for social platforms, newsletters, print projects, online advertising, and experiential marketing.

CALIFORNIA STATE UNIVERSITY, LOS ANGELES – Graphic Designer

December 2021 – January 2023

- Created digital assets for web and social media promotions.
- Prepared design files for print production.
- Assisted in photoshoots, video production and editing.
- Established timelines and assisted with task prioritization.

NETFLIX – Consumer Products Designer Internship

April 2022 – May 2022

- Worked under Director of Global Product Development and Product Creative Team.
- Ideated, designed, produced and pitched consumer product proposals and brand collaborations for Netflix original series.

EDUCATION

SAN BERNARDINO VALLEY COLLEGE – AA, Liberal Arts: Humanities and Fine Arts

2018 – 2020

CALIFORNIA STATE UNIVERSITY, LOS ANGELES – BA, Graphic Design/Visual Communication

2020 – 2022

SKILLS

- Digital and Print Assets, Typography, Social Media, Photography, Illustration, Art Direction, Brand Identity and Strategy, Video Editing, Copywriting, Motion Graphics, Merchandise Design, Project Management, Bilingual
- **Software:** Adobe Creative Suite, Photoshop, Illustrator, InDesign, Lightroom, Premier Pro, XD, AfterEffects, Canva, Microsoft Office, Procreate