

# TJ MORALES GRAPHIC DESIGNER

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## EDUCATION

### San Jose State University

Bachelor of Arts, Graphic Design

Concentrated studies in Photography

### Adobe Workshop

Advanced photography retouching

Introduction to Lightroom

Archival printing

## SKILLS

### Software

Adobe Creative Suite CS3 (Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, Fireworks, Flash), Adobe Acrobat, Adobe Lightroom, Microsoft Office 2007 (Word, Excel, PowerPoint, Outlook), Apple Keynote, Quark and Maya.

### Operating Systems and Hardware

Mac OSX, OS9

Windows XP, 2000/9x

Personal computer assembly, upgrade, and maintenance.

### Markup and Script

Proficient in CSS, HTML, XML, PHP,

WordPress, Actionscript and Javascript.

### Other Skills

Proficient in hand drawn illustration, stenciling, vinyl sign making and screen printing.

## SUMMARY OF QUALIFICATIONS

Dynamic and well rounded graphic designer with over five years of print and web design experience in the field. B.A. in Graphic Design from San Jose State University where he was ranked within the top 28 of a class of 140 design students. Detail oriented in typography, layout and color. Dedicated to staying up to date on industry and underground trends and the newest technologies and software. Possesses additional experience in photography and illustration. Comfortable taking direction, collaborating with others, managing a team, and interacting with clients.

## WORK EXPERIENCE

### Graphic Designer. February 2009 - Present

*Buongiorno USA. Los Gatos CA*

- × Works with alongside marketing staff to create advertisements for web and cell phone usage that closely follow style guidelines of clients.
- × Creates mock up user interface and website design for web and cell phone usage.

### Graphic Designer. June 2007 - January 2009

*Seasonal Visions International. Oakland CA*

- × Lead graphic designer of packaging, marketing material and literature for line of seasonal products.
- × Led art direction and design of company branding, packaging redesign and marketing collateral.
- × Collaborates with major retail chains to create private label packaging that is in compliance with corporate guidelines.
- × Establishes time line and defines objectives for project schedules.
- × Manages three other graphic designers. Oversees product and promotional photography shoots and selects final imagery.
- × Updated and optimized graphics department equipment and procedures.

### Production Artist. July 2006 - June 2007

*Seasonal Visions International. Oakland CA*

- × Assisted in the creation of packaging art, sales sheets and catalogue.
- × Primary artist responsible for the creation of screen art, technical illustration and instruction sheets.
- × Primary digital artist responsible for photo manipulation and image correction.

### Graphic Designer, Web Designer, Event Organizer. April 2005 - May 2007

*Drift Day Norcal LLC. Daly City CA. www.ddnorcal.com*

- × Developed and maintained company web site.
- × Responsible for designing all promotional collateral and merchandise.
- × Organized car events with a staff of 30 or more.
- × Corresponded with local authorities and media.

### Advertising Department, Computer Sales Associate. August 2001 - August 2004

*Spartan Bookstore. San Jose CA. www.spartanbooks.com*

- × Assisted advertising department in the creation of store promotional flyers, web-based content and in-store displays.
- × Made a large contribution to the sale of Apple Computer products and accessories.

*Freelance and exhibition work listed on page 2 of resume. >>>*

*References and portfolio available on request.*

## **WORK EXPERIENCE** CONT.

**Graphic Designer, Brand Identity, Web Designer.** *June 2008 - Present*  
*Tarah Betinol Photography. Vallejo CA. [www.tarahbetinol.com](http://www.tarahbetinol.com)*

- × Created brand identity and business cards.
- × Designed and developed website.
- × Currently creating photography portfolio booklet.

**Photographer.** *July 2007 - September 2007*

*PBG Real Estate. Berkeley CA*

- × Provided outdoor and indoor architectural photography for Berkeley based boutique real estate firm.

**Graphic Designer.** *July 2007*

*St. Catherine of Siena Church. Vallejo CA*

- × Created posters and flyers for Diabetes Among Filipinos Workshop.

**Production Artist.** *May 2005 - July 2005*

*Blacktrax. Milpitas CA. [www.blacktrax.net](http://www.blacktrax.net)*

- × Designed and applied vinyl graphic scheme to the Blacktrax competition drift car featured in Import Tuner Car Magazine as well numerous competitions (notably Formula D and D1GP).
- × Created t-shirt design for competition and promotional events.

**Graphic Designer, Brand Identity.** *January 2004 - September 2004*

*Drifting Pretty. Arcadia CA. [www.driftingpretty.com](http://www.driftingpretty.com), [www.nadine180.com](http://www.nadine180.com)*

- × Designed the Drifting Pretty primary logo.
- × Designed vinyl graphic scheme for competition drift car featured in numerous magazines, television and web appearances as well as competitions (notably Formula D and D1GP).
- × Created t-shirt design for promotional events.

**Web Designer, Graphic Designer, Illustrator.** *August 2003 - January 2004*

*KAAZ USA. Costa Mesa CA. [www.kaazusa.com](http://www.kaazusa.com)*

- × Designed KAAZ USA web site.
- × Created t-shirt design for promotional events.

**Graphic Designer.** *July 2003*

*Drift Association LLC. Torrance CA. [www.driftday.com](http://www.driftday.com)*

- × Created t-shirt and flyer design for promotional event.

## **EXHIBITION WORK**

**Image and Idea.** *May 2006*

*Black Gallery. San Jose CA*

*References and portfolio available on request.*