david serrano

ART DIRECTOR / SENIOR DIGITAL DESIGNER

Hermosa Beach, CA

As a seasoned and experienced creative, I seek new challenges, a vehicle to launch my vision, powerful marketing and above all, an environment where I can contribute to the success of my employer.

Experience

Senior Graphic Designer

Sep 2024 - Present

Technical Graphics Company (confidential)

Designing highly technical mechanical artwork (Vector) with tight tolerances and specifications. Pre-Press file preparation, including custom trapping, overprint, and color separations.

Senior Digital Graphic Designer/Retoucher (freelance)

El Segundo
Apr 2024 - Present

Confidential Apparel Co. (NDA)

Retouching custom photography (majority human subjects), digital marketing creative.

Senior Digital Graphic Designer (freelance)

Remote
Oct 2023 - Apr 2024

Pocial

I create compelling designs for Emails, Websites, Affiliate Marketing, Organic/Paid Social Ads, Print Ads, Oversized Banners/Signage etc. for a variety of clients

Senior Digital Graphic Designer

Buttercloth

Torrance, CA
May 2022 - Aug 2023

Create captivating and engaging men's apparel creative/light animation, for company website, email campaigns, paid and organic social (IG, FB), stories, affiliate marketing: Google, Tik Tok, CTV, Global-E (Australia). Fast-paced, quick turnaround and results driven environment.

Lead Digital Designer–Lifecycle Marketing Team

Beachbody LLC

Santa Monica, CA
Jun 2012 - Apr 2022

Managed a team of 3 Digital Designers, including creative feedback and direction. Dedicated resource to the Lifecycle Marketing Team, preparing response-inviting marketing creative for promotional campaigns, including: Email, Newsletters, Web Assets, Social, Animation etc.

Graphic Design Consultant

Cosmi Corporation

Westminster, CA
Jan 2012 - May 2012

Creating and managing Graphic Design projects, including; New packaging, New Website(s), Marketing Materials, Presentations, POP, POS, etc.

Senior Graphic Designer

Encore Software

El Segundo, CA
Aug 2008 - Jan 2012

Lead Designer of branded I.P.s: Hoyle®, PrintShop®, other Broderbund® titles and Game/Entertainment titles
Brand Designer; Across a retail line of products, creating clear and concise style guides to maintain brand
Creating/executing graphic direction across Packaging, Websites, Email campaigns, Mac App, Mobile
Creating in-game graphics, navigation elements, and User-Interface graphics
Preparation of on demand sales Materials/sales promotions; digital & prototype

Art Director

Cosmi Corporation

Carson, CA
Jun 1998 - Jul 2008

Managed in-house Art Department with staff of graphic designers/production artists
Continuous involved interaction with executive staff and upper level marketing/sales personnel
Responsible for project from the inception and feasibility stage, through final execution and production.
As "Graphic Designer" (prior to promotion to Art Director)
Graphic Designer
Concept, layout, design and mock-ups of full-color software packaging.
Design of software displays & renderings, marketing materials, advertising, etc.
Production of print-ready CMYK or complex PMS (spot color) electronic artwork for press

Education

Bachelor's Degree

University of San Diego

San Diego
Sep 1995 - May 1998

New section

Qualifications

Adobe Photoshop (mastery level), Illustrator, InDesign, (light: Adobe XD, After Effects, Premiere, Figma)Microsoft Powerpoint. Working knowledge of Windows applications on the PC
Website design, web banners/modules, email/social/affiliate marketing, Mac App Store, Mobile design
Bilingual: English and Spanish (secondary language)

New section

Contact Me!

EternalCyclist@gmail.com
310-387-8039

LinkedIn, Facebook, Instagram