

# Yrene Ramirez

## Graphic Designer & Illustrator

www.yreneramirez.com

yreneramirez22@gmail.com

[760] 835.0073

### REFERENCES

#### Sally Kurosaki

Sr. Graphic Designer  
Kura Revolving Sushi Bar  
[310] 654. 5214

#### Brielle Galekovic

Instagram Influencer &  
Windsor Fashion Host  
Owner of The Gilded Bellini  
[732] 673. 0155

#### Michelle Hy

Sr. Graphic Designer  
Eat Sleep Work  
[626] 375. 7372

#### Mario Rosales

Design and Video  
Meguiar's Inc.  
[310] 621. 2388

### SOFTWARE SKILLS

#### Proficient

Photoshop, InDesign, Illustrator

#### Knowledgeable

Premiere Pro, Adobe Acrobat Pro,  
Excel, Google Sheets, Microsoft  
Office

#### Additional Platforms

Meister Task, Asana, Mailchimp,  
Slack, Gizmo, Click-Up, Mondays,  
Bright Author, and Word Press  
(Architect Thrive).

### PRESS SKILLS

Illustrating & Silkscreen printing

### EDUCATION

**BFA** - Communication Arts  
Emphasis in **Graphic Design**  
Otis College of Art & Design  
[2014 - 2018]

### EXPERIENCE

#### Print & Digital Graphic Designer // Kura Revolving Sushi Bar July 2019 — May 2021

Head designer that product project managed print materials for marketing such as special menus for events, flyers, posters, soffit designs, barricades for store openings and re-branded Kura's food and drink menus using Adobe Illustrator and Indesign.

Digital designed social media posts, email blasts, blog posts, and digital signage (malls and inside/outside restaurants) to boost sales and engagement within different platforms to promote special menu announcements.

Grew leadership techniques by managing projects, prioritizing assignments and developing a marketing plan by utilizing research with critical thinking for Kura's corporate food company.

#### Freelance Graphic Designer // The Gilded Bellini November 2018 — Present

Designed collage Instagram social posts and Instagram stories for the influencer's special events and brunch lifestyle.

Design print layouts of flyers for The Gilded Bellini's special holiday event with Z Gallerie.

Concept Design with mood boards, color palettes and storyboard frames and research trends for her brand.

#### Junior Graphic Designer // Eat Sleep Work Oct. 2018 — Mar. 2019

Led creative direction and delivery to acquire new client (Laurel House): Created 3 different concept identities through mood boards, typefaces, type treatment, logos, campaign brand identity and mock up designs.

Designed various marketing collaterals for company's largest client (Schwarzkopf) across multiple touch points: Print newsletters, sales sheets, product mockups and Digital Ad banners.

Gained hands-on knowledge and experience on print production, brand identity, advertisement, teamwork, client meetings and problem solving design.

#### Junior Graphic Designer // San Lorenzo Bikinis Aug. 2018 — Oct.2018

In-house jr. designer to execute multiple swimwear campaign layouts inspired from the senior designers monthly moodboards.

Animated gifs for Instagram stories, and mailchimp newsletters (learned light coding).

Gained experience working with out of state leadership team (Hawaii) on advertising, digital production and marketing for social media.