

WEB / GRAPHIC DESIGNER ✦ MULTIMEDIA EDITOR ✦ CREATIVE DIRECTOR
Web Design ✦ Client Management ✦ Print Material/Design ✦ Project Management

Highly creative and talented Digital Media Professional with over 7 years in experience directing creative teams in web design and multimedia with the ability to examine and understand client needs and deliver products that exceed all original expectations. Strong academic qualifications with my Bachelor of Fine Arts in Web Design and Interactive Media combined with top-quality digital art skills. Passionate and inventive creator of innovative marketing strategies and campaigns. Accustomed to performing in deadline-driven, fast paced environments with an emphasis on ensuring projects are completed within budget and high standards.

CORE COMPETENCIES

- | | | |
|------------------------|--------------------------|-------------------------------------|
| ▪ Graphic Design | ▪ Social Media Marketing | ▪ Client Relations |
| ▪ Web Design | ▪ Print/Online Design | ▪ Marketing |
| ▪ Creative Development | ▪ HTML Email Campaigns | ▪ Team Leadership |
| ▪ Adobe Creative Suite | ▪ Marketing Campaigns | ▪ Project Management |
| ▪ Video Editing | ▪ Google Analytics | ▪ Studio and Field Video Production |
| ▪ UI Design | ▪ Wordpress | ▪ Google Adwords |

EDUCATION

The Illinois Institute of Art – Schaumburg: Schaumburg, IL: 2009

Bachelor of Fine Arts in Web Design and Interactive Media

PROFESSIONAL EXPERIENCE

Hustler Casino ✦ Gardena, CA ✦ 2016 – Present

Web / Graphic Designer / Creative Lead

- Developed and implemented creative concepts from start to finish.
- Established and developed design solutions in accordance with brand equities, project concepts, copy needs, and technical specifications
- Conceptualized and executed design solutions for marketing campaigns (print, website and email).
- Managed the company's social media presence.
- Maintained and updated the company's website.
- Managed and executed day-to-day design for all digital creative, ensuring visual continuity and integration with cross-functional priorities.

City Loan ✦ Long Beach, CA ✦ 2015 – July 2016

Web / Graphic Designer / Creative Lead

- Rebranded the company's corporate identity to be able to maintain consistency throughout their marketing materials.
- Developed Key Art for the company's marketing promotions.
- Maintained the company's corporate website / social media / and email marketing.
- Implemented the new brand guidelines and style guides for internal and external marketing for the company and its partners.

Divine Design & Marketing ✦ Rolling Meadows, IL ✦ 2009 – May 2015

Web / Graphic Designer / Creative Director

- Managed multiple projects from concept through completion, working directly with clients to identify and establish creative/marketing objectives, strategies and tactics required to execute creative projects.
- Provide quality control over concepts and projects, to ensure the timely delivery of highly persuasive, high quality graphic projects which exceed all expectations

- Responsible for the development and execution of creative concepts for all marketing needs including but not limited to: traditional ad campaigns, websites, social media, mobile marketing, email campaigns, banner ads, direct mail, landing pages, sales tools, client presentations and corporate communication.
- Effectively build, motivate and direct design and production teams
- Expertly convert features to benefits to achieve client objectives
- Translate stakeholders' insights into actionable creative strategies and concepts that drive revenue and profit growth.
- Identify opportunities to streamline workflow, implement brand standardization and share best practices across creative, marketing and analytical functions.
- Set and drive implementation of brand guidelines and style guides for internal and external marketing
- Collaborate with analytics team on interpretation of data to optimize and increase effectiveness of campaigns.
- Brainstorm and collaborate with team members to produce design that deliver results
- Established lasting relationships with key executives, clients, vendors and designers

Berce Enterprises ✦ Daly City, CA ✦ 2009 - Present
Production Manager / Advertising and Promotions Head

- Achieved a record growth and revenue increase through innovative marketing strategies for each concert tour.
- Directed all logistical operations for events, providing full-life cycle project management, including conceptualizing the show, booking venues, artist logistics and scheduling.
- Expertise in planning and managing venues, audio/visuals, entertainment and staff management
- Work with outside vendors to ensure client needs are exceeded
- Increase client retention and referrals by over 150% annually by ensuring only top service
- Manage all staff to ensure all workers are communicating and providing excellent customer service
- Manage million-dollar budgets for events and always delivered on time and under budget
- Provide crisis management during events and foreshadowed potential problems to eliminate before the event

ANSS Enterprise ✦ Orland Park, IL ✦ 2003 - 2008
Graphic Designer / Web Designer

- Responsible for the creation and management of all the promotional materials for their shows since 2003.
- Contributed to the company's website, leveraging skills in development, architecture layout, user experience and front end development.
- Managed all aspects of concept, design and production of unique and eye catching portfolios
- Successfully manage and coordinate graphic design projects from concept through completion.
- Prepare and package files for print production
- Created design theme and graphics for marketing and sales presentations, training videos and corporate web sites

Additional Experience:

Jewel-Osco, Palatine, IL: 2001- 2009, Customer Service / Supervisor

ADDITIONAL CREDENTIALS

TECHNICAL SKILLS	HTML 5, CSS, Adobe Creative Suite, Wordpress, Adobe Photoshop, Dreamweaver, InDesign, Illustrator, After Effects, Flash, Premiere, Social Media Marketing, Google Adwords, PHP, MySQL, Audition, Fireworks, Final Cut, Word, PowerPoint, Outlook, Excel and Access.
PORTFOLIO	<ul style="list-style-type: none"> ▪ http://www.johnvillarama.com
VOLUNTEERISM	Helped with Red Cross Philippines' project Shop & Share for typhoon victims.

References: Available Upon Request

