

# JAEZAR SORIANO · RÉSUMÉ

707.246.0071 · jsoriano@jsvisualdesign.com  
jsvisualdesign.com

## OBJECTIVE

To find opportunities where I can make meaningful contributions through the use of my design and production skills, and maximize my experience in the various fields of visual design.

## DESIGN SKILLS

- Has worked as a freelance designer since 2006.
- Keen eye for aesthetics.
- Well versed in key design concepts such as typography, grid and path layouts, color theory, Gestalt, etc.
- Fully capable of designing with company branding, identity, and style in mind.
- Extremely organized and deadline conscious.
- Very attentive to detail, and able to proof own work.
- Heavily values the critical feedback loop, always striving to improve.
- Understanding of all major web browsers and browser compatibility.

## EXPERIENCE

### Graphic Designer

- Email Aptitude
- April 2016 to Present
- San Rafael, CA
- Works as part of the design team at the Email Aptitude email marketing agency. Produces email designs for use in client email marketing campaigns.

### Digital Marketing Designer

- Tart Collections / JD Fine & Company
- February 2012 to April 2016
- Concord, CA
- Designed all marketing materials for both business-to-business and direct-to-consumer markets including catalogs, videos, website graphics, email marketing and social media imagery, and event graphics.

### Web Graphics Designer

- Movoto
- September 2010 to September 2011
- San Mateo, CA
- Designed user interfaces for home search utilities on Movoto.com, as well as web pages for information display sections.

References available upon request.

## PRIMARY DISCIPLINES

Graphic Design  
Web/UI Design  
Branding & Identity

## AUXILIARY DISCIPLINES

Illustration  
Photography

## SOFTWARE/CODE EXPERIENCE

### Expert

Photoshop	Word
Illustrator	PowerPoint
InDesign	Acrobat Pro
HTML/CSS	

### Intermediate

After Effects	Flash
Fireworks	Dreamweaver
REDCINE-X	Excel
Javascript	PHP
jQuery	Magento
Shopify	Bigcommerce
Wordpress	Mailchimp

Proficient on both Mac and PC.

## EDUCATION

### San Francisco State University

- San Francisco, CA
- 2007 to 2010
- Graduated Cum Laude with a Bachelor of Science in Visual Communication Design
- 2 Dean's List Attainments

### Diablo Valley College

- Concord, CA
- 2005 to 2007
- General Education Studies with Intent to Transfer (CSU-GE Transfer Path).