

# Marco A. Casarrubias

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## Objective

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To utilize my skills and training for a company that allows professional and economic growth.

## Experience

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**EVRIHOLDER PRODUCTS INC,** *Anaheim, CA*

**02/2020 to Present**

Graphic Designer: Produce graphics and packaging dielines for various private brand products to be marketed and sold via Amazon and Walmart. Create logos and branding concepts. Continue existing product themes and branding.

**COLDWELL BANKER / COLLIERS INT'L,** *Glendale, CA*

**09/2016 to 10/2019**

Graphic Designer: Create and Design Marketing Materials for Commercial Real Estate Brokers, Constant Contact email blasts, Handle printing requests and place orders via local printer. Spiral Bounding Presentation Books. Create Charts, Graphs, Maps, Organizational Charts and Financial Spreads for Presentations, Printed and Digital distribution. Research corporate trends in design, typography and infographics to implement. Updated word Press website and create graphics for Social Media and online delivery.

**KRYSTAL GRAPHICS,** *Canoga Park, CA*

**03/2012 to 08/2016**

Senior Graphic Designer: Design Marketing Materials for various clients including Business Cards, Flyers, Pamphlets, and Brochures. Create color separations for Silkscreen Printing of Caps, T-Shirts and Custom Bags. Create artwork for Large Format printing of Signs, Posters and Banners including Media Backdrops. Provide office support by handling walk-in clients, answering phones, liaison to vendors, brokers, setup proposals and quotes. Email and/or Fax quotes/proposals. Front end web site design, create graphics for email distribution and power point presentations. Operate and troubleshoot Xerox 700 & Xerox 1000 Digital Printers on Fiery RIP.

**RADISSON HOTEL,** *Whittier, CA*

**10/2009 to 03/2012**

Contract/Freelance Graphic Design: Creating Flyers, Pamphlets and Posters for entertainment events.

**TECHNICOLOR,** *Burbank, CA*

**08/2007 to 06/2009**

Senior Disc-Author: Design DVD and Blu-ray GUI. Using Photoshop to create design, layout and slices. Import png images to Toshiba DVD Author, BDJive Author, Rovi Sonic Scenarist and/or Sony Blu-Print to Animate Menus and Program DVD & Blu-ray Discs. Regionalize Menus for different countries. Multiplex final disc image.

**SHONFELDS USA, Inc.,** *Santa Ana, CA*

**09/2006 to 08/2007**

Senior Graphic Designer: Product development and design including Die-Lines/Patterns for Product Packaging, PDK & POP Displays. Design product tags and labels for bottles, racks and displays. Create Sales Sheets, Spec Sheets, Product Catalogs and PowerPoint presentations for Marketing & Sales Meetings. Create Mock-Ups, Assist with Product Photo shoots and participate in Marketing Meetings. Prepare images for email & web use. Assist with UPS/FedEX Shipping of samples. Clients include: Mervin's, JCPenny, Sephoria, Bath & Body Works, Macy's and Target

**KOYO GRAPHICS INTERNATIONAL,** *Gardena, CA*

**03/2001 to 08/2006**

Art Director: Managing Graphic Design Team. Visit clients for Marketing Meetings with Account Executives, Prepare Proposals, Design Product Box for Toys, DVD Packaging, Sales Sheets, Annual Reports, Calendars, Media Kits, VIP Kits. Pre-Press files submitted by clients to our PDF workflow. Color Trapping and Color Separations. Back-up and Archive projects on DAT tapes.



## Education

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**PLATT COLLEGE**, *Alhambra, CA*

**Graduated 2005**

Major in Multimedia: HTML/Web Design, PowerPoint Presentations, Video Editing, DVD Authoring

**PLATT COLLEGE**, *Cerritos, CA*

**Graduated 1993**

Major in Graphic Arts: Typography, Perspective Drawing, Illustrations, Color Theory, Computer Design

**LONG BEACH CITY COLLEGE**, *Long Beach, CA*

**Attended 1991**

Major in Commercial Art: Typesetting Using a Macintosh, Schematic Page Layouts, Design for Advertising

## Computer Skills

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**Platform:** Macintosh and Windows

**Creative Software:** Adobe Creative Suite (InDesign, PhotoShop, Illustrator, etc.), QuarkXPress, CoralDraw, TypeStyler, Affinity (Photo, Designer & Publisher), Microsoft Office (Word, Excel, PowerPoint, etc.)

## Accomplishments

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NISSIN maker of "Cup Noodles" solicited several design firms to compete in designing their new World Wide product launch "Souper Meal" to compete with Korean competitor NONG SHIM "Bowl Noodles" and others. As Art Director working at Koyo Graphics our graphic design team won the project and campaign. NISSIN suggested "Noodle Meal" but we came up with "Souper Meal", I designed the packaging that is in current use world wide.

BANDAI Toy Division solicited several design firms to re-design their classic Godzilla toy packaging, including product security and presentation. As Art Director working at Koyo Graphics, I submitted my design and won the project and campaign. My packaging design is currently used in North America.

NAVMAX maker of NAVMAX GPS MOBILE NAVIGATION and MOBILE NAVIGATION SYSTEM (iPhone & Android app) solicited several companies to create a user friendly GUI for its GPS Software. As Art Director for Koyo Graphics my team and I created various layouts that won the project and campaign. The programing was done out of country using our graphics and flow chart to guide them. I handled all of NAVMAX marketing materials including product spec sheets, instruction manual, sales sheets and publication Ads.

**Languages:** English & Spanish, Read & Write

Online portfolio can be viewed at [www.MarcoCasarrubias.com](http://www.MarcoCasarrubias.com)