RAY GURROLA

(310)848-4986   raygurroladesign@gmail.com   www.raygurroladesign.com

SKILLS

Photoshop CC
Illustrator CC
InDesign CC
After Effects CC
HTML
CSS
UX/UI Design
Wireframing and Prototyping
MS Word
Typography
Page Layout
Digital Photography
Illustration
Slack
Ftrack
Spanish Speaker

EDUCATION

Certificate of Achievement - Graphic Design

Santa Monica College, CA

- Worked freelance for Instructors
- Favorite of Study: Digital Illustration

INTERESTS

Building legos with my kids
Ru Paul's Drag Race with my wife
Road cycling
Collecting vintage toys

WORK EXPERIENCE

FREELANCE DESIGNER
LIVE NATION ENTERTAINMENT
August 2019-Present

- Conceptualized and developed new creative designs for use in club and theater events, retail merchandise and apparel, as well as logo and menu design
- Built out multiple deliverable assets for email, social media, and print using Adobe Creative Suite
- Enhanced and edited existing graphic files from in-house designers to accommodate changes requested by marketers
- Communicated with marketers to ensure all deliverables are within company and venue standards

FREELANCE DESIGNER
ANDREW ZAPPIN T-SHIRT DESIGN
September-October 2021

- Collaborated with client in managing overall creation and design process
- Executed T-shirt design using Adobe Photoshop and Illustrator
- Ensured final graphic was up to the clients standard, error free, and ready for print

FREELANCE DESIGNER
JAXI BEAR SOCIAL MEDIA LOGO
July-August 2021

- Conceptualized and designed new logo for branding across client's social media accounts
- Designed and created logo using Adobe Illustrator and InDesign
- Communicated and incorporated client's criticism to ensure final graphic was within standard

FREELANCE DESIGNER
MANIAC: EUROPEAN TAKEOVER TOUR POSTER/LOGO
June 2018

- Designed promotional international tour poster for print using Adobe Illustrator and Photoshop
- Collaborated with client to develop a logo for apparel and social media, while ensuring deliverables are up to standard