

RAY GURROLA

Graphic Designer

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Portfolio: www.raygurroladesign.com

Professional Summary

Strategic and multidisciplinary **Graphic Designer** with extensive experience developing brand systems, visual campaigns, and marketing assets across digital, print, and motion platforms. Proven ability to translate brand strategy into compelling creative that drives engagement and strengthens brand identity. Experienced in leading projects from concept through production, collaborating with marketing teams, and maintaining visual consistency across high-volume brands. Adept at balancing creative innovation with business goals while managing multiple deadlines in fast-paced settings.

Core Skills

Creative & Design

- Brand Identity Development
- Logo Design & Visual Systems
- Typography & Layout Design
- Print & Editorial Design
- Social Media & Digital Campaigns
- Motion Graphics
- Illustration & Photo Retouching
- Print Production & Pre-Press Preparation
- Digital Asset Management
- Creative Direction Support
- Concept Development
- Cross-functional Collaboration
- Project Management

Production & Workflow

Design Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- AI-Assisted Design Tools
- Canva

Collaboration & Workflow Tools

- Asana
 - Slack
 - Zoom
 - Microsoft Office / Outlook
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Professional Experience

Live Nation Entertainment — Graphic Designer / Brand Manager

May 2024 – March 2026

Led brand execution and creative asset production for high-profile music venues including **The Echo/Echoplex (Los Angeles)** and **Emo's Austin**, ensuring consistent visual identity across marketing channels and venue experiences.

- Managed and maintained brand identity systems for multiple venues, ensuring cohesive visual storytelling across digital, print, merchandise, and environmental graphics
- Designed a wide range of creative assets including social media campaigns, motion graphics, apparel, venue signage, menus, presentation decks, and marketing collateral

- Partnered closely with marketing teams to translate campaign goals into effective visual solutions that aligned with brand guidelines
 - Produced high-volume creative assets while maintaining quality and brand consistency under tight deadlines
 - Presented design concepts and managed iterative revisions with stakeholders to deliver polished final assets
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Andrew Zappin Apparel Design — Freelance Designer

September 2021 – October 2021

Collaborated directly with the client to develop original apparel graphics from concept through final production.

- Conceptualized and designed apparel graphics using Adobe Creative Suite
 - Delivered print-ready production files aligned with garment printing specifications
 - Maintained clear client communication throughout the design process to ensure alignment with brand vision and timelines
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Live Nation Entertainment — Freelance Graphic Designer

August 2018 – January 2021

Produced creative marketing assets supporting concerts, venues, and live events.

- Designed promotional materials including posters, social media graphics, retail merchandise, logos, menus, and venue signage
 - Created assets for digital campaigns, email marketing, and print collateral
 - Collaborated with marketing teams to maintain consistent brand presentation across platforms
 - Delivered production-ready assets optimized for both digital distribution and print
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Education

Certificate of Achievement

Graphic Design & Digital Illustration

Santa Monica College — Santa Monica, CA

Personal Interests

Cycling, nature walks, hosting dinner gatherings, and spending time with family.