Gabriel Moreno

Graphic Designer

Portfolio: gabrielm323.carbonmade.com

ABOUT ME

"I create outstanding visual and interactive design for a diverse range of clients. I am creative and able to communicate my ideas visually, verbally, and in writing. I have an eye for detail, and problem-solving skills. I own a project when I start one; I take the entire process from beginning to end to ensure it is progressing, as it should be."

EMPLOYMENT HISTORY

Freelance Graphic Designer

Green Farm Boutique – Los Angeles, CA - November 2021 to Present

Responsible for their packaging design, logos, flyers, marketing materials, social media, pop-up events, e-commerce website, digital photography and art directing.

Graphic Designer

VCA Animal Hospitals – Los Angeles, CA - November 2016 to March 2023

With 1,000+ animal hospitals accross the country, I work directly with the marketing associate to fulfill and marketing requests from the local marketing managers and hospital managers. I am responsible for producing collateral materials such as flyers, brochures, ads, banners, illustrations, logos, infographics for the general practice hospitals. Retouching pet images.

Senior Graphic Designer

DLC Laboratories, Inc. – PARAMOUNT, CA - July 2011 to November 2016

Design packaging, labels and collateral materials such as brochures, catalogs, flyers, promotions, tradeshow displays, pop displays for a high quality health and personal care products marketed to the Hispanic community.

Graphic Designer

Lakeshore Learning – CARSON, CA - April 2010 to September 2010

Worked with a team of Illustrators and Production artists to produce packaging design, layout, product logos, renderings and production work for educational products from grade level 2-6.

Senior Graphic Designer

Kittrich Corporation – LA MIRADA, CA - June 2006 to April 2010

Design concepts, execution and presentations of back-to-school stationery materials such as portfolios, notebooks, composition books, stretchable book covers, writing instruments and other school supplies using original and licensed artwork.

Graphic Designer

Mattel, Inc. – EL SEGUNDO, CA - November 2001 to June 2006

I performed a huge range of tasks including the creative, design, and production of all printed collateral media such as print ads, brochures, announcement cards, banners, posters, promotional pieces, stickers, logos, web interface, retail signage, POPs, media kits and PowerPoint presentations.

Lead Graphic Designer

Catalog Partners, Inc. – SANTA MONICA, CA - January 2001 to October 2001

I served as the lead Graphic Designer on a variety of projects ranging from direct mail catalogs, trade and consumer print advertisements, brochures, flyers and direct mail; collateral materials (stationery, business cards, manuals).

Production Artist

GAIAM (formely Living Arts, LLC. – VENICE, CA - August 1995 to January 2001

I was solely responsible for the production of two mail order catalogs, product and packaging, (video, DVD, audio cassettes), sales and marketing materials such as brochures, flyers and sell sheets as well as photo layouts and video-related production design and packaging.

GET IN TOUCH

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EXPERIENCE

23 YEARS

CAPABILITIES

Extensive experience in design and production of merchandising displays, packaging, advertising, and marketing communications materials, as well as development of branding and corporate ID campaigns. I have worked with large companies including Mars, Mattel, Discovery Channel, GAIAM, Inc., Brady Co., Lakeshore Learning, entrepreneurial start-ups, single-owner businesses, as well as government agencies around the country.

PRIMARY PROGRAMS

Photoshop Illustrator InDesign Acrobat Lightroom Procreate

WEB KNOWLEDGE

Website creation platform: **WordPress**

Website builder: **Elementor, WP Bakery, Divi**

SKILLS / HIGHLIGHTS

- Website Design and Development
- Content Management Systems (WordPress)
- Social Media
- Photography
- Photo manipulation
- Touch up / Enhancement
- Proficient in both Mac and PC platforms
- Fluently bilingual in English and Spanish

AWARDS

Catalog American Inhouse Design Awards
Client: PDC

Postcard American Inhouse Design Awards
Client: PDC

Corporate ID American Graphic Design Awards
Client: Soft Gel Technologies, Inc.