Elliot Morado

elliotmorado@gmail.com • (562) 303-7938 • Martinez, CA

### SUMMARY

21+ years honing design craft and workflow management skills within the digital and print creative industry as a Graphic Designer and Production Artist. Thrives in fast-paced agency and retail marketing environments. Innovates process efficiency while maintaining superior attention to detail. Mitigates project creep through consistent analysis and strategic prioritization. Keen to transition my skills to a new role.

### EXPERIENCE

**Senior Designer** • **Tailored Brands** • *Dublin, California* • *January 2017–Present*

• Solely responsible for executing all visual components of K&G brand strategy; manages email newsletters, site assets, social media posts, stories, and store signage, contributing to hundreds of thousands in monthly revenue.

• Designs and organizes seasonal graphic components and new photography catalogs.

• Performs in-house photography retouching, saving thousands in expenses from outside contracts.

• Conducts research, implementation, and instruction of latest Figma features to automate design workflow, consolidating design products to reduce costs and inefficiencies incurred from licensing redundant programs.

• Spearheads the creation and update of workflow documentation for K&G, where none had existed, in order to ensure business continuity in the event of absences, and be consistent alongside other Tailored Brands processes.

• Cultivates lasting professional relationships with partners grateful for my time management skills and candor.

**Digital Production Artist** • **Tailored Brands** • *Dublin, California* • *March 2016–January 2017*

• Ensured all art files were ready for internal development teams and external print production teams; provided a seamless experience bridging the gap between creative design and final product.

• Designed to brand specifications while fulfilling precise work orders, honing an already keen eye for detail.

• Provided error-free final work products, saving on costs associated with hours of back and forth communication, file corrections, and reprints or redeployments.

**Graphic Designer** • **Ogden Costa Creative Group** • *Pleasanton, California* • *November 2013–March 2016*

• Managed a significant project workload with tight deadlines, while keeping individual client branding styles intact, including monthly Disney Movie Club catalogs with hundreds of items for sale included in each issue.

• Redesigned and hand-coded the agency website, ensuring simplicity of future updates and image changes.

**Creative Production Lead** • **Nagy Design** • *San Ramon, California* • *February 2012–November 2013*

• Responsible for all print production after the creative phase; managed quotes, coordinated with print vendors, prepared and released files for print production, and tracked shipment deadlines and status.

• Conducted regular off-site press checks for color accuracy, special effect reproduction, and finishing of final products.

• Retouched and color-corrected client photography to final art standards, including on-set models shots, product beauty shots, and standalone silhouettes.

### SKILLS

Adobe Creative Cloud • Art Direction • Copywriting • Figma • Microsoft Office 365 • Photography Retouching • Print Production • Project Management • Proof Review • Sketch • Workfront

### EDUCATION

**Bachelor of Science in Graphic Design** • **The Art Institute of California—Orange County** • *July 2003–June 2006*