

**Jon Shiroma - 858.353.9874 - jon.shiroma@gmail.com**

## **PROFILE:**

Detail-oriented graphic designer with extensive experience with almost all elements of the design world, whether the medium is print or digital. Extremely flexible and very good at solving complex problems of design and technical nature. Capable of explaining issues in a clear and easy to understand manner even to those unfamiliar with the topic.

## **EDUCATION**

**08.06 - 10.07**                      **Platt College**                      **San Diego, CA**  
BS in the Digital Media Arts program, specializing in Digital Video Production and 3D Animation

**01.05 – 08.06**                      **Platt College**                      **San Diego, CA**  
AA Degree in Graphic Design and Web Design.

## **SKILLS**

- Graphic Design
- Adobe Creative Suite
- Email Design
- WordPress Development
- Web Design
- Video Editing
- Client/Project Management
- Product Photography
- Package Design
- Motion Graphics
- Photo editing/compositing
- Print Design (including press checks)

## **RELEVANT PROFESSIONAL EXPERIENCE:**

**\*Gaps in my work history were spent doing freelance graphic design**

**01.14 - Current**                      **AutoAnything.com**                      **San Diego CA**  
**Graphic Designer**

- Created homepage banner ads for various promotions/vendors
- Edited images from vendors and photographers for use in web and print
- Created PDF brochures for private label product lines
- Photographed private label products for PDFs and banners
- Created easier to use Excel documents for the marketing department to use when creating emails
- Managed the coding and production of sales/promotional emails
- Incorporated responsive design elements to increase mobile email conversions
- Received an award from management recognizing my ability to work smoothly with other departments
- Received a second peer/management award recognizing my teamwork and leadership

**01.12-12.13**                      **Body FX**                      **San Diego CA**  
**Graphic Artist**

- Created final design of company logo and helped establish branding
- Designed packaging for 6 brand new supplements, ranging from large protein pouches to energy shots
- Created email graphics and managed email communications to distributors/customers
- Designed and coded multiple websites for the multilevel marketing side of the company (launched 01/13)
- Managed IT duties for the company (light networking, setting up new machines for new hires)
- Served as liaison between our tech vendors and the company (including the setup and integration of a new CRM)
- Designed multiple print ads that ran in publications such as Oxygen and Natural Muscle

**09.11-01.13**                      **e-Rehab/The Creative Group**                      **Carlsbad CA**

**Web Designer / Graphic Artist (contract)**

- Implemented current design and technology trends in site designs
- Established procedures for ensuring all old and new sites are 100% compatible with IE7+
- Took on responsibility of project manager/client manager for all new clients
- Created professional videos for the monthly client newsletters using Premier and After Effects
- Designed new print ads to run in the American Physical Therapy Association's monthly journal, Impact

**04.10-9.11****South Swell Industries****San Diego, CA****Artist/Operations Manager**

- Designed and built an online store for the shop's in-house apparel line using Magento
- Served as main point of contact for clients
- Managed ordering of supplies and equipment maintenance schedule
- Received incoming calls and served as the client services department of the company
- Coordinated job scheduling with the Production Manager to ensure deadlines were met

**12.17.07-06.23.08****AdAuthority****San Diego, CA****Creative Director**

- Coordinated workflow of multiple departments to ensure deadlines were met
- Designed and built landing pages, including PHP/MySQL based forms
- Created well converting HTML emails for campaigns in multiple verticals
- Handled all press checks and print vendor relationships

**05.06-06.07****SPL / National University****San Diego, CA****Web Developer**

- Established new design guidelines for online course building in eCollege and BlackBoard
- Created course-specific CSS layouts for National University online courses
- Developed procedures for video production for use in online courses

**02.05-06.06****Time Warner Cable****San Diego, CA****Collections Rep**

- Contacted customers with past-due accounts for Time Warner Cable
- Learned how to deal with irate customers
- Gained experience in collecting money from customers in a professional manner

**01.04-02.05****Newgen Results Corp****San Diego, CA****Customer Service Rep**

- Used autodialer system to schedule maintenance visits for auto dealerships nationwide
- Contacted clients of auto dealerships after their service to conduct short follow up surveys
- Became comfortable with communicating with people from all over the country