



PHOTOSHOP
GENERAL DESIGN

PROCREATE
DRAWING AND ILLUSTRATION

SOCIAL MEDIA
CAMPAIGN DEVELOPMENT

EMAIL BLAST
MESSAGING DEVELOPMENT

BRANDING
CREATION OF AN IDENTITY

Andres Ramirez
415.860.8705
info.aramirezgraphics@gmail.com

.aramirezgraphics.com
behance.net/aramirezgraphics

WHO AM I?

Hello! I'm Andres Ramirez, a versatile graphic designer and illustrator with over 18 years of experience in the entertainment and tech industries. From major studios to indie projects, my work seamlessly blends mainstream appeal with indie authenticity, extending into e-commerce and tech. Proficient in Photoshop, I've created visuals for billboards, international campaigns, and impactful social media blasts, skillfully merging creativity with strategic thinking.

I truly believe that design transcends mere profession; it becomes a passionate endeavor where each pixel tells a story, and every stroke paints an idea.

PROFESSIONAL EXPERIENCE



LEAD GRAPHIC AND WEB DESIGNER
JB&A DISTRIBUTION - CALIFORNIA

SEPTEMBER 2022 TO PRESENT

- Collaborated with dynamic teams, including the Marketing Coordinator and Creative Director, to envision, design, and implement compelling Graphic/Web solutions for diverse channels like email, web, and print. Spearheaded the creation of a cutting-edge company identity during a strategic corporate rebranding initiative.
- Partnered closely with Account Executives to craft impactful advertising collateral, leading the charge in developing innovative digital and print materials for high-profile advertisers. Proactively managed promotional schedules, ensuring content relevance, and orchestrated seamless email communications to channel partners. Played a pivotal role in interfacing with Product Marketing/Marcom and IT management on interactive programs and web content. Demonstrated expertise in producing captivating content for print, web graphics, banners, landing pages, and webpages.
- Consistently provided insightful design advice and recommendations for ongoing improvement, adhering to and enhancing brand guidelines.
- Notably updated and redesigned corporate presentations, showcasing a keen eye for detail and accuracy during the company's scaling phases. Responsibly updated website pages in alignment with team directives and evolving needs.



GRAPHIC DESIGNER AND MARKETING ASSISTANT
THE 11:11 EXPERIENCE - WEST HOLLYWOOD, CA

DECEMBER 2018
TO MAY 2022

- Lead Graphic designer in charge of developing all visual material for new movies and stage plays, including the creation of pitch decks, movie posters, marketing material for social media campaigns, (Facebook, Instagram, tik tok) both images and videos, vanity logos, in movie titles, and web design the franchises.

famousthefilm.com

whentodayendsmovie.com

americanstreetkid.com



GRAPHIC DESIGNER AND SOCIAL MEDIA MANAGER
ADOBE ROAD WINES - PETALUMA, CA

JANUARY 2021
SEPTEMBER 2022

- Lead Graphic Designer and Social Manager in charge of developing and marketing social media campaigns from conception to release working next to the Marketing Manager and PR teams. Social media campaign development, including choosing art directions, building out demographics and target audiences for major reach and exposure as well as creating an effective and concise message supported by a "call to actions" and hashtags. This campaign included creating assets for each social media platform :

Facebook Banners, Add images and post

Instagram Post and Story (Animated and Non-Animated)

Twitter banners

Printed Material

Promotional Videos

- Increasing exposure as well as finding things within the company that can be used to create a more exciting social media presence
- Increase online and in person brand exposure for the Downtown Petaluma Tasting room, including online campaigns, in personal materials from banners to promotional videos.

I was in charge of maintaining brand identity clean, clear, and concise among all platforms



LEAD GRAPHIC DESIGNER AND MARKETING MANAGER
LEATHERUP.COM - LOS ANGELES, CA

JUNE 2016 -
JUNE 2018

- Creating all the promotional material and marketing campaigns from conception to release including:
- Weekly email blast, tailored to the promotional needs or seasonal theme, as well as banners, flyers and posters.
- Promotional videos and images for social media platforms
- Product upload, shooting and editing products, optimized for ecommerce store.
- Rebrand in-house brands to increase exposure and creating a more modern look for a vintage product.
- Creation of packaging for new products
- Social Media Manager
- Develop campaigns and strategies to achieve maximum brand exposure