

# JAMES GALLARDO

## Digital & Graphic Designer



303.915.7215



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jgallardodesigns.com



### PERSONAL PROFILE

Graphic and digital designer specializing in smart and effective design. With more than 10 years of multi-disciplinary experience, my skill set includes digital and print design, brand identity and awareness, retail marketing, campaign development and more. From strong innovative conceptualization to team collaboration to great design, I ensure every project is delivered on time, on target, and above expectations.



### EDUCATION

**BACHELOR OF FINE ARTS**  
**Concentration in Communication Design**  
Metropolitan State University  
2002-2007



### SKILLS

#### PERSONAL

Digital Art	<div style="width: 80%;"></div>
Identity Design	<div style="width: 90%;"></div>
Branding	<div style="width: 95%;"></div>
Illustration	<div style="width: 70%;"></div>
Typography	<div style="width: 85%;"></div>
Photo Retouching	<div style="width: 60%;"></div>
Editorial Design	<div style="width: 75%;"></div>
Advertising	<div style="width: 90%;"></div>
SEO Marketing	<div style="width: 40%;"></div>

#### SOFTWARE

Photoshop	<div style="width: 95%;"></div>
InDesign	<div style="width: 90%;"></div>
Illustrator	<div style="width: 95%;"></div>
Final Cut Pro	<div style="width: 30%;"></div>
Word Press	<div style="width: 50%;"></div>
Adobe Acrobat	<div style="width: 75%;"></div>
Microsoft Word	<div style="width: 90%;"></div>
Excel	<div style="width: 70%;"></div>



### WORK EXPERIENCE

2016

#### DIGITAL & GRAPHIC DESIGNER *Sports Authority / 2013-2016*

Develop both digital and print designs for a wide range of online campaigns, publications, and advertising. Create and manage all in-house marketing materials for over 450 retail stores. Assisting art directors, designers, and copywriters to concept and design quarterly campaigns for both print and digital platforms. Develop engaging concepts and layouts that adhere to brand guidelines. Participate in breakout brainstorming sessions and devise design projects from concept to completion.

#### Highlights:

- Partner with the web dev team to strategize and develop weekly email campaigns.
- Work with marketing specialists and the art director to manage project milestones using the Kanban method.
- Decipher architect store elevation files to layout out graphics for POS and signage.
- Concept visual merchandising designs for window displays.
- Managed and designed specialty kids shop redesign from concept to fulfillment.
- Conduct research into design trends, standards, and competitor markets.

2010

#### FREELANCE DIGITAL DESIGNER *SearchIt Media / 2010-Present*

Design graphics for Social media and created visually appealing Internet banners for Pay Per Click advertising for clients in the beauty, plastic surgery, and LASIK industries.

#### Highlights:

- Generate creative graphics to coincide with client ad campaigns.
- Design the full array of standard web banner ads for monthly advertising campaigns that increased ROI and brand awareness.
- Digital imaging and retouching.

2008

#### GRAPHIC DESIGNER *Fast Track Marketing / 2008-2013*

Developed all in-house and outside client material including brand development and advertising for both print and digital platforms. Engaged directly with directors, clients and printing firms throughout the production process to ensure project completion was on time and on budget.

#### Highlights:

- Design brochures, promotional handouts, fliers, identity marks, pre-press art for silk screening and embroidery, websites, emails and online graphics.
- Presenting finalized ideas and concepts to clients, colleagues and senior managers.
- Helped to structure and roll-out three different marketing programs begging with the video department (LIVE videos for customer YouTube sites), the Reputation Management Program, and the EMASS (Email Marketing & Scheduling System) program. Each of these new sectors of business helped to increase profitability, market growth, and brand visibility.