



MICHAEL CORONA

GRAPHIC DESIGNER

CONTACT DETAILS

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Email:
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PORTFOLIO

michaelcoronadesign.com

SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro and After Effects

Branding

Logo Design

Color Theory

Layout Design

Animation

Typography

Multimedia Development & Presentations

Email & Web Templates

A seasoned Graphic Designer with 10+ years of experience in digital/print design and multimedia marketing. Possesses a unique ability to enhance companies' brand identity and visual effectiveness, skillfully organizing ideas visually. Demonstrates a commitment to delivering design solutions that resonate and captivate target audiences.

EDUCATION

California State University San Bernardino
12/2019

Bachelor of Arts | Graphic Design
Honors
San Bernardino, CA

WORK EXPERIENCE

GRAPHIC DESIGN SPECIALIST
02/22–PRESENT

Glidewell Dental | Irvine, CA

- Generates and/or updates intermediate graphic design mockups and layouts for new or existing print projects, including but not limited to: brochures, ads, catalogs, flyers, case stuffers, prescription (Rx) books, postcards, posters, and magazine articles.
- Conceptualizes and generates logos and other artistic elements for wide range of company brands, entities, and customer audiences.
- Generates and/or updates graphic design content for digital marketing channels, including but not limited to websites, emails, landing pages, banner ads, social media, presentations, and more. Ensures aesthetics are aligned with usability of various mediums.
- Color-corrects, masks, and enhances or optimizes photographic or artistic images using Adobe Photoshop.

GRAPHIC SPECIALIST

05/21–02/22

CSUSB | San Bernardino, CA

- Operate desktop publishing software and equipment to design, layout, and produce print/digital copies based on CSUSB campus protocols. Projects include PDC/CSUSB Road Show, Tea with the VP, Winter Gathering, Town Hall, Virtual Career Fair, COVID-19 Vaccination campaign, A day in the life of a CSUSB student, PDC Career Fair, Strategic Plan, Annual Report, etc.

- Position text and art elements from a variety of databases in a visually appealing way to design print or digital, using knowledge of typestyles and size and layout patterns for 20+ departments within the Division of Student Affairs.
- Check preliminary and final proofs for errors and make necessary corrections.
- Create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts.
- Active co-chair for Communications and Creative Marketing Committee.
- Rebranding the DSA to create cohesion based on the CSUSB brand identity. This includes DSA social media, Annual Report, and Strategic Plan.

GRAPHIC DESIGNER

02/20–05/21

Brady Corporation | Ontario, CA

- Work with team members to create layouts for newsletters, guides, mailers, posters, powerpoints, webinars, and white papers for retailers such as Kohls, Sephora, GAP, Old Navy, and 1,200,000 businesses throughout the United States.
- Create and edit videos for employee training and compliance regulations.
- Use Photoshop, Indesign, and Illustrator to create visually appealing graphics that stayed consistent with the companies brand.
- Employ design fundamentals when selecting typography, composition, layout, and color in design work for employee checklists, webinar presentations, learning modules, powerpoints, and state/federal compliance posters.

GRAPHIC SPECIALIST

02/19–02/20

CSUSB | San Bernardino, CA

- Create designs, concepts, and sample layouts, based on layout principles and esthetic design concepts.
- Confer with clients to discuss and determine layout design to appeal to their target audience.
- Worked with clients to gather and define requirements, establish scopes, and manage project milestones.
- Use computer software to generate new images for emails, flyers, and social media.
- Employ design fundamentals when selecting typography, composition, layout, and color in design work.

GRAPHIC DESIGNER

06/11–02/20

Electric Laundry | San Bernardino, CA

- Position text and art elements from a variety of databases in a visually appealing way to create digital assets for Instagram, Twitter, Tumblr, Website, and Facebook.
- Employ design fundamentals when selecting typography, composition, layout, and color in design work for large-scale campaigns, adverts, and mailers.

- Design website layouts, templates, and unique branded looks for digital platforms.
- Create marketing material for the online store, social media, and email signature.
- Use Photoshop, Illustrator, and InDesign, to create images and layouts for various projects.

PHOTOGRAPHER

06/08–02/11

Michael Vincent Photography | San Bernardino, CA

- Photograph high-quality images for both print and digital distribution.
- Perform advanced computer processing of images for assignments.
- Determine desired images and picture composition, selecting and adjusting subjects, equipment, and lighting to achieve desired effects.
- Update computer graphic files using graphics software programs.
- Manipulate and enhance scanned or digital images to create desired effects, using computers and specialized software.