



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. 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
04/22–PRESENT
Glidewell Dental | Irvine, CA

- Generate and update intermediate graphic design mockups and layouts for a variety of print projects, including 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.
- Successfully rebranded key sister companies, resulting in a unified corporate identity and increased market recognition.
- Lead designer for major marketing campaigns featured in industry-leading magazines such as *Dentistry Today*, *Dental Economics*, *Dentaltown Magazine*, and *CDA Journal*.

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.

- Create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts.
- Rebranding the DSA to create cohesion based on the CSUSB brand identity. This includes DSA social media, Annual Report, and Strategic Plan.

GRAPHIC DESIGNER

02/20–04/21

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

02/19–01/20

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.
- 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

06/11–12/18

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.
- 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.