

ARTURO JIMENEZ

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EXPERIENCE

Hoodzpah Design Co. - Graphic Designer / Illustrator
Newport Beach CA, hoodzpahdesign.com, May 2014 - Present

As an essential part of the Hoodzpah team, I've worked extensively on internal and client based design & illustration projects. I specialize in packaging design, digital mockups, social media marketing and advertising. Additionally, I do layout designs for magazines, a ton of illustrative work, apparel design, web design and blogging. I've become an asset to the agency by fully immersing myself in the work and exceeding client expectations.

AIGA Orange County - Diversity & Inclusion Director / Design Co-Chair
Orange County CA, orangecounty.aiga.org, March 2015 - Present

I am the Diversity & Inclusion Director for the Orange County Chapter of AIGA, a 100% Volunteer run 501c(3) Non-Profit bringing opportunities for Creative Professionals to thrive in Orange County. As the D&I Director, it is my responsibility to support and aid the underrepresented creatives in the OC, including people of color, people with disabilities, and the LGBTQ community. Also, as a Design Co-Chair of the chapter, I'm tasked with creating new visual assets for the various events, workshops, and programs that we as a chapter produce. We are a community platform that invests in people, supporting ideas and organizations that demonstrate creative excellence, and the value of design thinking in our community.

Hollywood Photo Booth - Graphics Manager
Los Angeles CA, hollywoodphotobooth.com, February 2015 - January 2017

My responsibilities revolved around managing deliverables and client contact. I helped over 1,000 clients personally by designing their photo booth graphics in our various formats; from the classic photo strip to green-screens, and everything in between. The design process was a mix of creating original visual artwork along with using their corporate assets and logos.

Koyal Wholesale - In-House Graphic Designer / Photographer
Fullerton CA, koyalwholesale.com, December 2013 - October 2014

Koyal Wholesale is the worlds largest distributor and retailer of wedding & event supplies. The bulk of my job was designing the company's e-newsletter which showcased different wedding themes and trends. I was also tasked with setting a new standard for their product photography; they wanted more striking photos that would work well on their website but also would meet the strict criteria set upon them by Amazon. Other duties included designing packaging elements, as well as doing some custom blog posts showing fans how to DIY with our products.

See more of my professional experience and special skills at [linkedin.com/in/arturojimenezdesign/](https://www.linkedin.com/in/arturojimenezdesign/)
References: Contact me for a list of a few of my happiest clients, colleagues, and employers!

EDUCATION

California State University Fullerton, Bachelor of Fine Arts
Double Concentration in Graphic Design & Illustration, C/O 2014