

RONNEL PAPA | CREATIVE DIRECTOR + GRAPHIC DESIGNER

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password: concepts_rp_2019

ABOUT ME

Highly-creative, driven, forward-thinking professional with the passion to deliver effective design strategies. Strong design background with a demonstrated knowledge of consumer products, campaign development, marketing collateral, and digital illustration. Ready to embrace the challenge of building strong relationships with internal cross-functional teams and external partners who share a quest for creative excellence!

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR | SENIOR GRAPHIC DESIGNER

The Foland Group - Ontario, California | 2002-present

- Lead and direct marketing initiatives and creative content for all stakeholders in the merchandising industry that are on-brand and on-strategy - generated annual revenue flows of 25% and an 8% increase in customer base
- Secured multi-year licenses with high-target clients including Hasbro, Nickelodeon, and DreamWorks as a result of conceiving their summer and back-to-school programs and a commitment to work on future projects
- Collaborate with cross-functional teams and designers to conceptualize engaging design strategies: print collateral, apparel design, branding, packaging - the complete redesign of our consumer product packaging has induced profit margins by 20% in successive years
- Develop working relationships with new clients and production vendors to provide insights on costs, quality and an overall production experience - strengthened partnerships with current vendors to conceive and execute creative efforts
- Mentoring and inspiring the creative team to exceed exceptional levels of creativity through high-quality designs that are consumer-centric, innovative, and in adherence to defined strategy guidelines - team adapted to high-volume work in a fast-paced environment

Advanced Design Skills & Software: Adobe Creative Cloud - Photoshop, Illustrator, InDesign, Catalog Design, Package Design, Logo Design, Typography, Branding, Apparel Design, Marketing Collateral, Advertising, Digital Illustration

GRAPHIC DESIGNER

The Foland Group - Ontario, California | 1998-2002

- Created design campaigns using intellectual property and licensed assets to elevate brand awareness for all clients - creative efforts increased sales revenues by 10% my first year and 15% the following year

Advanced Design Skills & Software: Photoshop, Illustrator, InDesign, Catalog Design, Package Design, Logo Design, Apparel Design, Marketing Collateral, Digital Illustration

GRAPHIC ARTIST - FREELANCE

Creative Link Staffing - Newport Beach, California | 2003

- Partnered with copywriters and account execs in reformatting manga graphic novels from Japanese to the English language - published copies first sold at San Diego Comic-Con

Advanced Design Skills & Software: Photoshop, Illustrator, InDesign, Page Layout

GRAPHIC ARTIST - FREELANCE

Original Silicon Valley Map & Calendar - San Jose, California | 1997-1998

- Produced calendars and print collateral for ad agency which highlighted current and startup high-tech companies of Silicon Valley - launch party followed the release of deliverables

Advanced Design Skills & Software: Photoshop, Illustrator, QuarkXpress, Page Layout, Marketing Collateral, Print Communications, Advertising

VOLUNTEER EXPERIENCE

FREELANCE DESIGNER

Prometheus Labs

2020-present

- Rebranded the identity of an information technology and services company to help job seekers maximize their success

SPECIAL PROJECTS

HASBRO

TransFormers Prime™

My Little Pony®

Battleship

NICKELODEON

SpongeBob Squarepants™

Dora the Explorer™

DREAMWORKS

Shrek Forever After™

MARVEL STUDIOS

DAVE AND BUSTER'S®

ENSO NEEDLES

YELLA TERRA

ARTISTIC SKILLS

Digital Painting ZBrush

Airbrush

Freehand Illustration

AREAS OF EXPERTISE

Design Strategy Organizational Skills

Communication Conceptual Thinking

Design Trends Project Management

Collaboration Team Inspiration

Campaign Development

Marketing Collateral

Print Communications

Advertising

Creative Problem Solving

Relationship Building

EDUCATION

SAN DIEGO STATE UNIVERSITY

San Diego, CA

- Bachelor of the Arts Degree in Art
- emphasis in Graphic Design

<https://www.linkedin.com/in/ronnelcpapa/>