



**LARRY
LEE
MONIZ**

GRAPHIC DESIGNER
510.277.2702
lmoniz@yahoo.com

PROFESSIONAL EXPERIENCE

FAMILY HEALTHCARE NETWORK | VISALIA, CA

Graphic Designer

December 2023 – Present

Designed focused ads and observances for social media outlets including Facebook, Instagram and X (Twitter).

Created dynamic graphics for print ads, flyers, postcards, vehicle wraps, and billboards for the Recruitment, Community Health, and Marketing-Communications departments.

Assembled quarterly newsletters featuring detailed stories and organizational information about Family HealthCare Network's people, events, new facilities, and service lines.

Assisted in updating and modernizing existing branding guidelines and templates for all marketing-communications materials used internally as well as public facing.

NUTREX RESEARCH | OVIEDO, FL (REMOTE)

Graphic Designer

February 2022 – May 2023

Increased and enhanced product visibility with fresh designs of sales banners used on the Nutrex Research website.

Established marketing strategies to revitalize existing materials, to amplify branding power.

Devised weekly blog pages and email campaigns for social media outlets.

BEELINE GROUP | HAYWARD, CA

Digital Graphic Artist

August 2018 – January 2022

Produced leading-edge product spec images and advertisements for implementation on Amazon, Walmart, Best Buy, and other POS websites.

Applied language localization to key client assets for use internationally.

Reconditioned existing artwork to meet with strict changing brand guidelines.

CISCO SYSTEMS | SAN JOSE, CA

Graphic Designer (Contractor)

January 2018 – June 2018

Generated innovative video projects for global meetings and events for the TS Global Go-To-Market team for use in social media outlets.

Created iconography, charts, and graphs for internal and customer-based presentations.

Composed and edited music for internal corporate event videos and PowerPoint decks.

ZELTIQ | PLEASANTON, CA

Graphic Designer

December 2016 - August 2017

Produced detailed instructional materials and training manuals for Cool Sculpting procedures and services.

Revised and improved presentations for top level management.

Constructed contemporary advertisements and large-scale signage.

Generated signage, flyers, and schedules for trade shows.

COREFACT | HAYWARD, CA

Senior Graphic Designer

April 2016 - August 2016

Invented ground-breaking marketing strategies for expansion of business line.

Analyzed information and presented results to top management.

Established ultramodern marketing for new and existing clients.

CBRE | FOSTER CITY, CA

Graphic Designer

September 2007 - December 2015

Implemented forward thinking business development materials for Brokerage Services (office, industrial and life science), Research, and corporate level projects.

Collaborated with a team of designers and marketing professionals on high-level marketing and branding assignments.

Teamed up with brokers to conceive best in class collateral for property tour materials including branding and logos, print advertisements, slogans and tag lines, flyers, and interactive brochures, web banners, building signage, floor plans, presentations, maps, placemats, and email campaigns.

SKILLS

- Graphic Design
- Marketing
- Branding
- Logo Design
- Illustration
- Video Editing
- Storyboards
- Audio/Music Editing
- Photography
- Digital Manipulation
- Project Management
- Social Media Marketing
- UI and UX Design
- Vehicle Wrap Design

SOFTWARE

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- PowerPoint
- Excel
- Acrobat
- Sketch
- Sound Forge
- Campaign Logic

EDUCATION

MASTERS INSTITUTE | SAN JOSE, CA

August 1997 - January 1999

Associate of Applied Science in
Multimedia Communications
and Presentations

LINKEDIN ACCOUNT

www.linkedin.com/in/larryleemoniz

ONLINE PORTFOLIO

www.larryleemoniz.com

