



**LARRY LEE
MONIZ**
[GRAPHIC DESIGNER]

510.277.2702
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www.larryleemoniz.com

SKILLS

- Graphic Design
- Marketing
- Branding
- Logo Design
- Illustration
- Video Editing
- Storyboards
- Audio Editing
- Photography
- Digital Manipulation
- Project Management

SOFTWARE

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- PowerPoint
- Acrobat
- Keynote
- Sketch
- Sound Forge

EDUCATION

MASTERS INSTITUTE SAN JOSE, CA

January 1999

- Associate of Applied Science in Multimedia Communications and Presentations

PORTFOLIO

www.larryleemoniz.com



www.linkedin.com/in/larryleemoniz

PROFESSIONAL EXPERIENCE

BEELINE GROUP | HAYWARD, CA

Digital Graphic Artist

August 2018 – Present

- Creating, designing, editing and formatting product images and advertisements for implementation on Amazon.com, Best Buy, Walmart and others.
- Applying language localization to many key assets for use internationally.
- Ensuring that naming conventions are implemented and files are delivered to proper server locations.
- Updating existing artwork to meet with changing branding and/or styles.

CISCO SYSTEMS | SAN JOSE, CA

Graphic Designer (Contractor)

January 2018 – June 2018

- Creating video projects for key global meetings and events for the TS Global Go-To-Market team. Videos are also being used in social media outlets (Instagram, Twitter, Facebook, YouTube, etc).
- Designing iconography, charts and graphs for internal and customer based presentations.
- Producing and edited music and sound files for multimedia projects.
- Contributed toward improving company micro-websites.

ZELTIQ | PLEASANTON, CA

Graphic Designer

December 2016 - August 2017

- Designing instructional materials and training manuals for CoolSculpting procedures and services.
- Editing and redesigning presentations for top level management.
- Creating advertisements and large scale signage for promotion of the Coolsculpting brand.
- Producing signage, flyers and schedules for trade shows.
- Constructing branded banners and animated GIFs for websites and social media.
- Formatting hundreds of clinical patient photos.

COREFACT | HAYWARD, CA

Senior Graphic Designer (Contractor)

April 2016 - August 2016

- Developing marketing strategies for expansion of new business line.
- Assisting in corporate direction by creating and hosting presentations to investors.
- Researching information and prepared findings for top management.
- Designing marketing collateral and edited existing print materials for clients.

CBRE | FOSTER CITY, CA

Graphic Designer

September 2007 - December 2015

- Implementing business development materials for Brokerage Services (office, industrial and life science), Research and corporate level projects.
- Leading a team of designers and marketing professionals on many important marketing and branding projects.
- Attending pitch meetings with brokers to strategize best in class collateral for tour materials, branding and logos, print advertisements, slogans and tag lines, flyers and interactive brochures, web banners, building signage, floor plans, presentations (including embedded media), mapping, placemats and email campaigns for class A office, industrial and bio tech listings.
- Creating and maintaining professional profile websites, including refreshing verbiage, significant assignments, credentials and property availabilities, for approximately 40 brokers using the SharePoint platform.
- Managing strict branding guidelines producing collateral as requested by clients.
- Devising social media campaigns utilizing Facebook, Twitter and Instagram.