

# Personal Info

# Jonathan Diaz

Tulare, CA, 93274

(559) 556-9634

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## Portfolio

<https://Jonathan-Diaz.com>

## Professional Summary

With over 10 years of experience as a graphic designer, I've had the chance to work on everything from logos, websites, and landing pages to animations and social media assets. For over seven years, I worked in a fast-paced, deadline-driven environment where I learned how to create designs that grab attention and connect with people. Whether the project calls for something clean and professional or bold and eye-catching, I always make sure the design fits the brand's message. I'm all about creating visuals that not only look good but also make a difference, helping businesses reach their goals and engage their audiences.

## Work History

### Graphic Designer - Marketing team

FriendFinderNetworks, Headquarters Previously in Campbell CA. Now in Boca Raton, FL.

April 24, 2017 - August 9th 2024

Brand Development: Create and maintain brand guidelines, ensuring consistency across all materials.

Campaign Design: Develop visuals and layouts for digital and print advertising campaigns.

Content Creation: Design graphics for blogs, social media, and other marketing channels.

Website and Digital Design: Oversee the design of the company website and ensure it aligns with marketing strategies.

Concept Development: Generate ideas for new products and improvements on existing ones.

Prototyping and Modeling: Create prototypes to explore and validate designs.

User Experience (UX) Design: Focus on the usability and functionality of products, ensuring a positive user experience.

Materials and Production: Select materials and oversee the production process to ensure design specifications are met.

Testing and Evaluation: Conduct usability testing and refine designs based on feedback.

### Visual Graphic installer

2MarketVisuals, Visalia CA,

April 2016 - April 2017

Be responsible for running the printer all day, and making sure graphics printed went through full process for installation.

Went to customers business locations to install graphics for personal or business related.

Got the opportunity to work on graphic design. This included logos, and graphics for vehicles.

## Education

College of the Sequoias, Visalia CA. 2010-2012

Tulare Western Highschool, Tulare CA. 2006-2010

El Sausal Middle School/Mulcahy Middle School, Salinas CA, Tulare CA.

Fremont Elementary School, Salinas CA.

## Skills

Adobe Creative Suite

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

Adobe After Effects

Figma

UXPIN

Blender

Branding and Identity Design

Logo Design

Typography

Web and UI/UX Design

Print Design

Motion Graphics and Video

Photo Manipulation and Retouching

Advertising Design

Environmental Design

Icon Design

## Interest

3D Design using blender

3D Printing to practice more 3D Design

Python coding

Reading

Always learning and practicing to stay up to date and keep my skills fresh.

## Professional References

Rosalyn Hsieh

Creative Manager at FriendFinderNetworks

415-889-9353

Rafael Manzo

Co worker at FriendFinderNetworks

831-277-2691