



# Salvador Carrasco Jr.

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## Summary

Versatile and creative Graphic Designer with 6+ years of experience in Branding, Advertising, and Packaging Design. I bring original ideas at the conceiving phase of a project and technical expertise, with an attention-to-detail, to final polished deliverables.

## Experience

### GRAPHIC DESIGNER II

Jun 2018 - Apr 2022

Maxco Supply Inc. *Parlier CA*

Part of a small in-house Art Department, my core role was that of a Packaging Designer for print. Much of my work was in preflight for flexography, where I met strict deadlines, provided accurate print files to vendors and created original packaging design. Some of our clients included: the Wonderful Company, Welch's, Prima-Wawona, Sysco, Ocean's Spray and Sunkist.

This position required me to constantly interpret and integrate client feedback. Art directing aesthetics, I would create various options for them to choose from. Working closely with the Sales Department, keeping a high print quality was a major concern. It required a great attention-to-detail, with the ability to manage multiple projects. I would also work on internal company needs such as instructional materials, web layouts, trade-show booth design and apparel.

### ILLUSTRATOR / JR. GRAPHIC DESIGNER

Oct 2015 - Sep 2017

Barkley Advertising *Kansas City MO*

Originally hired as an Illustrator to create marketing materials for an existing brand, Spirit Airlines. As time went on my role expanded to that of a Jr. Designer where I created work for such clients as the Missouri Lottery, Anheuser-Busch, Eurostar and Wingstop.

During my time at the agency I collaborated with Senior Designers and Art Directors to develop new design solutions. Brainstormed with Creative Directors and Copywriters, thinking conceptually to provide new ideas. Often tasked with developing Social Media Content for brands. Retouched images, providing clean digital art for various platforms. Took responsibility for pitch decks, taking in client design cues, and translating those into a well-designed presentation. This role also required me to have working knowledge of file formats, maintaining accurate and up-to-date filing.

### INTERN

Spring 2015

The Reading Reptile *Kansas City MO*

Painted sculptures, matched illustration styles, and aided in building proposal space for a new project titled "The Rabbit Hole," which is a center for reading based in Kansas City.

### PROGRAM SPECIALIST - ARTS AND CRAFTS

2012 - 2013

Boys and Girls Club of the Sequoias *Tulare CA*

I ran and created an arts program for at-risk youth ranging from 6 to 18 years old. I tutored, mentored, and taught them various art mediums and graphics software as well as got them involved in community events.

## Hard Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Color Theory
- Layout
- Typography
- Illustration
- Design for Print
- Packaging Design
- Branding
- Art Direction
- Pre-Flight
- Social Media
- Ideation
- Sketching
- Storyboarding
- Logo Design
- Motion Design
- Photo Editing

## Soft Skills

- Communication - Reaching out to stakeholders, listening to their concerns and synthesizing various points of view in order to generate possible solutions.
- Creativity - Presenting original ideas that push beyond the project brief.
- Time Management - Often work on various projects simultaneously, turning in deliverables under time constraints.
- Proactive - Taking steps toward looking for solutions, always seeking ways to solve visual problems with limited resources.

## Education

**Kansas City Art Institute** *Kansas City MO*

Bachelors of Fine Arts, Illustration

**Section 4** *Online course*

Certificate in Brand Strategy

**LinkedIn:** <https://www.linkedin.com/in/salvadorii/>

*references available upon request*