



CONTACT

- ✉ Hello@BlancaCreative.com
- 🖱 BlancaCreative.com
- 📍 Santa Rosa, CA

ACADEMICS

BACHELOR OF SCIENCE IN GRAPHIC DESIGN

California State University, Sacramento
Completed on May 2015

AWARDS

GRAPHIC DESIGN USA 2019

Fetzer Vineyards' Corporate Report

PEOPLE'S CHOICE AWARD (Wine Packaging Conf.)

Fetzer Vineyards' Corporate Report

EXPERTISE

Print Design
Branding
Illustration
Photography
Infographics
Typography
Adobe Design Suite
Microsoft Powerpoint
PC & Mac Systems
Bilingual in Spanish
Interpersonal
Communication
Asana Project Management
Basecamp
Production

TECHNICAL SKILLS

AI

ID

PS

AE

ABOUT ME

Dedicated Graphic Designer and visual problem solver with strong artistic, organizational, and problem solving skills. Communicates marketing concepts through research, thumbnails, and applied art. Enjoys learning new design techniques and exploring new art directions.

PROFESSIONAL EXPERIENCE

FREELANCE GRAPHIC DESIGNER / ILLUSTRATOR, December 2015 – Present

Blanca Creative / Pokidi Lab, Santa Rosa CA

Illustrate fun beer labels for local breweries. Collaborate with non-profit organizations and small business owners to create promotional materials and brand assets such as logos, business cards, brochures, invitations, annual reports, and much more.

SENIOR GRAPHIC DESIGNER, July 2021 – November 2022

Don Sebastiani and Sons, Napa CA

Designed control labels from initial concepts to execution of our uprising wine margarita cocktails. Created promotional marketing materials such as case cards, case tuckers, case sleeves and sell sheets. For social media, I also created animated gifs and simple motion graphics to further improve customer engagement and help bring more awareness to our product.

GRAPHIC DESIGNER, January 2018 – July 2021

Fetzer Vineyards, Healdsburg CA

Design marketing collateral for year-round campaigns such as coupons, case cards, case sleeves, case talkers, and pallet wraps. Create and update wine tasting notes and existing art projects. Conceptualize and design wine labels by creating mood boards, conducting research, and presenting ideas. Participate in strategic brainstorming and product photo shoots.

CORPORATE GRAPHIC DESIGNER, April 2016 – November 2017

First Cal Mortgage Company, Petaluma CA

Brainstormed concepts with the marketing team to deliver the best products for our loan advisors to help their clients understand the mortgage process. Designed marketing collateral such as flyers, booklets, ads, postcards, business cards, logos, emails, social media graphics and Power Point presentations while implementing the company brand.

GRAPHIC AND WEB DESIGNER, September 2014 – December 2015

Cake Farm, Fair Oaks CA

Conceptualized and initiated ideas for potential projects through research and sketching. Designed marketing collateral such as documents, stationery items, flyers, infographics, web pages (desktop, tablet, and mobile), motion graphics, retractors, presentations, and holiday cards. I worked in a team-based environment in which we openly discussed strategy and execution.