

Jim Molina

SENIOR DESIGNER/GRAPHIC-WEBSITE-VIDEO

Senior Designer; creative and experienced. Design, project planning, estimating, vendor coordination, scheduling and management of staff and resources. Conceptualizing, designing, and executing creative solutions that consistently and clearly communicate an effect message. Highly skilled in print and collateral design, environmental design (signage and outdoor graphics), website and interactive design, marketing materials, and video related graphics and support.

Enjoy working collaboratively with clients and coworkers. Passionate about building lasting relationships that foster continual success for both the client and unit. Accustomed to performing in tight, deadline-driven environments with an emphasis on completing the work within budget restraints, and following usability and accessibility, brand-compliant standards. Adaptive to new technologies with a high level of independence.

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Jim@JimMolina.com



JimMolina.com



Antelope, California



EDUCATION

BACHELOR OF ARTS
CAL LUTHERAN UNIVERSITY

Studied Fine Art and Commercial Art with an emphasis in Graphic Design. Completed all levels of Art education including; history of art, drawing, painting, sculpting, photography and technology.

PROFESSIONAL SKILLS

EXPERT:

Adobe Creative Suite;
Photoshop, Illustrator, InDesign,
Dreamweaver, Acrobat

PROFICIENT:

Microsoft Office Suite; Word,
Excel, PowerPoint, Articulate
LSM software, Apple Keynote

EXPERIENCED:

Cascade WCM, HTML coding,
UI/UX, Adobe Premier,
AfterEffects and other video
hardware. Comfortable with
both Mac & Windows

WORK EXPERIENCE

SENIOR DESIGNER

University Enterprises | CSUS | Present

Responsible for design, project management, estimating, and client contact and consultation. Complete art direction and design for print and electronic communications, website and social media concepts, and video production support. Responsible for seeing all projects through from concept, design, production, completion and delivery.

- Work collaboratively with the client and teams to interpret needs on all creative and graphic development.
- Develop design concepts to suit specific guidelines while working within budget constraints. Provide accurate time and cost estimates for each tactic.
- Participate in managing photo/video shoots as needed.
- Follow brand identity standards and guidelines.
- Develop social media specifications and plans for strategic deployment and analysis from available resources.
- Presents design work at various stages for review and final approval.
- Interface with various external vendors, including advertising buys, proof reviews, press checks, and delivery coordination.

SELF EMPLOYED GRAPHIC DESIGNER

Molina Design | July 1989 – Sept 1991

Duties and Responsibilities: Responsible for all levels of design and production of brand identity, collateral materials and Web design. Consult with clients on needs and budget.

IN-HOUSE MARKETING DESIGN AND PRODUCTION

First Independent Trust Company | Sept 1988 – July 1989

Duties and Responsibilities: In-house marketing division. Design and project manage materials for marketing Student Loans packages. Including; brochures, folders, inserts, posters. Supervise Jr. designers.