

richard hormaza *graphic designer*

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Conceptually strong graphic designer that understands the value of good design for business. Creates business-goal driven creative, and welcomes project feedback or critique to improve the final product. Pushes the work to new levels creatively in a collaborative, fast-paced environment. A strong contributor to a great creative team, thriving in group brainstorming sessions, but can also work well independently. A down to earth person that's easy to get along with in any setting.

## Professional Experience

### Freelance Graphic Designer: 2020 - Present

#### Senior Graphic Designer: 2014 - 2019 | Best Buy | Torrance, CA

- Supported growth of 21 Pacific Sales CA stores to 230 locations nationally with art direction
- Helped Best Buy gain major appliances market share, especially in luxury category with marketing creative
- Key creator of retail advertising drive-time marketing campaigns with supporting print, digital, social media, and copy-writing assets
- Worked remotely with HQ teams to align Pacific Sales design work to overall company branding needs
- Partnered with cross-functional teams to keep ads on-brand, up to strategic standards, and on-schedule for print and digital deliverables
- Helped build brand equity in trade community with creative asset creation for trade events

#### Creative Designer: 2010 - 2014 | Best Buy | Torrance, CA

- Redesigned Pacific Sales brand identity; catalogs, ads, icons, logos, and in-store collateral
- Created direct mailer concept which garnered \$350k incremental funds from Samsung for promotion of their Chef Collection line
- Worked with vast portfolio of high-profile global vendor brands to advertise their products within their brand guidelines
- Consulted Best Buy with user experience and visual design of Pacific Sales' e-commerce website

#### Lead Graphic Designer: 2010 | iCella | Santa Fe Springs, CA

- Created print catalog, including retouching and editing all images for iCella booth at 2011 CES trade show
- Designed packaging for SkyTouch screen protector line and other cell accessories
- Managed design assistant who helped with photography and cataloging asset library of all new product for iCella's B2B e-commerce website
- Created web-optimized email graphics and managed weekly email blasts to client list
- Designed custom branded car charger to be sold under SkyTouch brand

#### Graphic Designer: 2008 - 2009 | Intermarket Design | Monrovia, CA

- Designed several flyers, ads, mailers, invitations, brochures and banners to promote Montecito Fine Arts school and its many community events
- Managed deadlines and print production of all designs, working with local print shops and other vendors
- Collaborated with Web Master, providing production web ready graphics for websites
- Worked as unofficial office 'IT Guy,' fixing printer and troubleshooting others' issues

## Education

### Woodbury University | Burbank, CA

Bachelors of Fine Arts in Graphic Design

## Skills

Adobe Photoshop,	Branding,	UI design
Adobe Illustrator,	Print production,	Dreamweaver,
Adobe InDesign,	Microsoft Word,	Screen printing apparel,
Adobe Animate,	PowerPoint,	Wacom Tablet,
Acrobat,	Excel,	Copy-writing,
Adobe XD,	Outlook,	Photography,
Sketch,	Google Slides,	Bilingual (Spanish),
Figma,	Keynote,	basic HTML/CSS,
QuarkXpress,	Weebly,	basic video production
Typography,	WordPress, CMS,	Premiere Pro, GoPro,
Layout,	Constant Contact,	basic After Effects,

## Interests/Hobbies

AIGA member,	Photography,
Volunteering for Best	Sports,
Friends Animal Society	Gaming,
and NKLA shelter,	The outdoors,
Comedy,	Movies,
Fitness,	Animal lover,
Technology,	Blood donor
Comic books,	
Art,	
Writing fiction,	
Science,	