blake vasquez

graphic designer/production artist

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323-608-5300

Professional Summary

Versatile designer with 7 years of experience and a proven ability to create compelling print and digital assets for diverse platforms including webpages, e-commerce stores, promotional merchandise, and email marketing. Demonstrated leadership in overseeing design projects from inception through execution, ensuring strict adherence to brand standards and delivery within challenging timelines. Passionate about maintaining high production standards while driving successful project outcomes.

Design Experience

B. Vasquez Design
Freelance Designer
April 2022 - Current

- Spearheaded the packaging creative direction for the launch of a dog supplement brand
- Improved the performance and presence of a client's Amazon storefront with A+ content

Quantasy + Associates
Production Artist / Graphic Designer
August 2022 - March 2024

- Collaborated with cross-functional teams to develop and implement projects for print and digital advertising
- Created production files under strict deadlines, performing quality control checks to meet brand standards and production needs
- Utilized Sketch, Figma, and Zeplin to create webpages for seamless hand-off to developers
- Crafted impactful presentations and pitches that captivated global clients like Honda, Wells Fargo, & Target

Sock Fancy
Senior Graphic Designer
October 2018 - April 2022

- Led the design team to ensure consistency with the company's brand image across packaging, product labels, and advertising materials
- Developed an extensive library of original textile designs to utilize for both our D2C and B2B products
- Designed multi-funnel email marketing campaigns in Klaviyo that improved our customer acquisition and retention

Perkins + Will
Branded Environments Designer
September 2017 - September 2018

- Developed brand guidelines, and created environmental graphics, logos, and wayfinding systems
- Led the design of a comprehensive signage & wayfinding system for Daytona Beach International Airport, completed in 2021
- Utilized Sign Agent Pro software to program signage locations on floorplans for various projects

Idea-Span
Graphic Design Intern
January 2017 - August 2017

- Developed various environmental graphics for clients such as Delta, Atlanta Regional Commission, and the Georgia Road and Toll Authority

Education

2017
BFA Graphic Design
Georgia State University
Atlanta, Georgia

Skills

Illustrator	Figma	**Email Marketing**
Photoshop	Sketch	Mailchimp
Indesign	Zeplin	Klaviyo
Lightroom	Asana	Hubspot