



CARESSA DOMASIG

graphic designer | production artist

312 W 9TH ST., Antioch, CA 94509 | 925.470.0996 | caressadomasig@gmail.com | www.caressadomasig.com

Core Competencies Include

Graphic Design · Print Production · Digital Printing · Promotions · Branding & Rebranding · Marketing Collateral · Print-Ready Templates · Print Process · Contemporary Layout & Typography · Project Management · CMF · Product Development · Advertising · OOH · Digital Production

Technical Skills

Adobe CC — InDesign · Photoshop · Illustrator · Bridge · Flash · Acrobat · Dreamweaver · Word Press · Digital Publishing Suite · Sketch · FTP · WeTransfer · Font Management · Microsoft Office Suite · Mac OSX & PC Platform · Agamik Barcoder · Photography · Agiloft · Oracle Agile · Box · Slack · Data Merge

SUMMARY OF QUALIFICATIONS

Accumulated 12 years of graphic design and production experience at both Private Sector and Fortune 500 distributor of consumer packaged goods (CPG) including full-service Creative Advertising Agency.

- Excel in transforming designers' vision into web/print-ready deliverables. Bring fresh visual creativity, craftsmanship, and innovation in developing concepts. Diligently carrying designs through from conception to completion and deliverables.
- Designed/produced brand and corporate identity, logos, brochures, catalogs, newsletter, annual reports, onboarding materials, client presentations, advertisements, posters, banner ads, labels, packaging, point of sale (POS) pieces, trade show materials, sales collateral, sales sheets web banner ads, designed product specs for a wide range of private label housewares and independent gift retailers.
- Strong design capabilities include infographics, photo retouching, compositing, and illustration.
- Known for delivering high-quality work on time and within budget, even when working within very tight deadlines. Willing to go above and beyond to complete work to specifications.
- Outstanding communicator and effective team player, known for creativity, flexibility, geniality, detail orientation, organizational skills, professionalism, and integrity.

CONSULTING

Production Artist, *Kendo Brands*

June to September 2019 | San Francisco, CA

Adapted production files from vendors for retail fixtures (end-caps, gondolas, towers, pillars, lightbox, panels) for a luxury beauty store display. Partnered with the Director of Visual Merchandising and Lead Graphic Designers. Prepared digital files for printing, OOH and digital e-commerce.

Key Clients: Fenty Beauty by Rihanna, Kat Von D, Bite, Ole Henriksen

Photo Retoucher, *Stitch Fix*

May 2019 | San Francisco, CA

Retouched on-figure, wall pin-up and lay down images with enhanced image quality. Edited product photography by creating clipping paths, drop shadows, adjusting color, masking, resizing, etc.

Studio Production Artist, *H&L Partners*

February to May 2019 | San Francisco, CA

Built pre-press studio digital mechanicals. Collaborated with Art Directors, Account Executives, Program Managers, Designers and Developers to foster innovative solutions. Incorporated type into various layouts in multiple languages, ensuring consistency of final layout and type. Maintained timesheets, adhered to schedules, and attentive to time and budgets. Complied with quality standards, as set forth in brand guidelines. Participated in weekly status meetings. Created and ensured complete, accurate, and correctly prepared files for vendors and clients. Kept Integrated Project Managers apprised of the status of work. Organized and archived files upon project completion.

- Constructed digital campaign for 10 regions nationwide
- Assisted Print Producer with color proofing and review
- Completed 60 digital advertising designs

Key Client: McDonald's

Graphic Designer, *Skidmore, Owings & Merrill LLP*

March 2015 | San Francisco, CA

Assisted in designing marketing proposals for potential projects. Collaborated well with marketing team to complete projects on-time. Applied established corporate branding set guideline specifications and templates to presentations and marketing material.

EXPERIENCE

Production Artist, *Pacific Marketing International*

(www.pmi-worldwide.com)

July 2015 to January 2019 | Brisbane, CA

Archived all client production art specs and assets. Produced and reviewed production specs for factories in China. Maintained a high level of organization/ file structure. Excellent time management in a fast paced environment. Expertise in product mockups for presentation boards. Highly conscious of design limitations and production costs to meet design objectives. Created dielines and product specs for a wide range of private label housewares and independent gift retailers, items include: drinkware, tableware, barware, paper and ceramics for final approval for sampling and or for final purchase order by buyer.

Key Clients: Target, Walmart, Hobby Lobby, Gordmans, BJ's, Neiman Marcus, TJMaxx, Ross, Bed Bath & Beyond, Albertsons, Krogers, Cracker Barrel, Pier 1 Imports, World Market, Charming Charlie's, Papyrus, Stein Mart, Kirkland's, Ahold Delhaize, Aladdin, Francesca's, SLANT Collections

Graphic Designer, *Core-Mark* (www.core-mark.com)

February 2013 to February 2015 | South San Francisco, CA

Promoted to Graphic Designer as a result of work ethics and design skills. Created and designed layout options of presentations, meeting and event materials, and other collateral enhance company brand programs. Consulted with marketing members and multi line managers to develop creative design options. Collaborated with key stakeholders to ensure accuracy of project specifications, confirm design direction and prepare various concepts that drive desired outcomes. Handled pre-flight formatting of print collateral and print logistics. Scheduled and tracked projects. Prepared daily/ weekly reports. Art directed several projects and oversaw press checks and production.

- Hand-selected by Director of Investor Relations to create and build the 2014 Presentation Decks for future investors.
- Assisted with the 2014 trade show materials featured at the National Association of Convenience Stores (NACS) trade show in Las Vegas.



CARESSA DOMASIG

graphic designer | production artist

312 W 9TH ST., Antioch, CA 94509 | 925.470.0996 | caressadomasig@gmail.com | www.caressadomasig.com

EXPERIENCE cont'd

Production Artist, Core-Mark

March 2009 to February 2013 | South San Francisco, CA

Earned a reputation for excellence in the design, creation, and production of print/online materials from concept to delivery (advertising, brochures, banner ads, annual reports, POS, trucking labels, and exhibitions). Wore multiple hats and often assisted with and produced 12+ projects at once. Researched design and marketing trends. Procured and archived photographs and illustrations.

- Facilitated a 16% sales increase by rebranding and creating the Arcadia Bay coffee flagship logo. Kiosk-based food service program is currently in convenience stores nationwide.
- Designed monthly promotional catalogs and sales sheets featuring multi-vendor packaged goods, such as sub-brands for Hershey's, Kellogg's, Proctor & Gamble, MARS, Kraft Foods, Nestle, Coca-Cola, ConAgra, Pierre Foods, Oscar Mayer, Tyson, Jimmy Dean, Diamond Foods and Pepsico—which contributed \$2.3M in annual sales in 2012.

Production Assistant, Core-Mark

August 2007 to March 2009 | South San Francisco, CA

Worked on a variety of promotional and brand identity projects, including booklets, signage, and advertisements. Designed layouts of colors, images, and typography. Created modern designs with the ability to produce product mock-ups. Conducted in-house photo shoots and improved photographic methods. Standardized the filing system for greater efficiency.

- Ensured that all marketing materials met Core-Mark's detailed brand and visual style guidelines.
- Assisted in creating marketing materials for The Fresh Food Fast program.
- Saved the company \$10K by initiating replacements of metal desk name plates with paper equivalents.

ACCOMPLISHMENTS

CCA Extended Learning, Advanced InDesign CS5

August 2011 | San Francisco, CA

CCA Extended Learning, Intro to Digital Publishing Suite

February 2014 | San Francisco, CA

1st Degree Adult Black Belt, Okinawa Uechi-Ryu Karate-Do

June 2002 | Antioch, CA

CPR/ AED, American Red Cross

September 2018 to September 2020 | Credential ID GWOM12

EDUCATION

Bachelor of Science (BS), Graphic Design, 2007

The Art Institute of California, San Francisco, CA