

# FRED VILLA

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## EXPERIENCE

### Graphic Designer | Freelance

June 2022 → Present, Remote

- Developed social media content, apparel, and print materials, with a focus on visual consistency and brand alignment to enhance customer engagement for local businesses
- Illustrated the book cover for "Naturalize my Life" by Victoria Nguyen, contributing to over 100 copies sold.
- Maintained and refined design guidelines to ensure consistency across multiple projects.

### Sr. Graphic Designer | A.S. Graphic Studio

June 2023 → December 2023, San Diego, CA

- Designed digital assets such as social media graphics, marketing materials, and illustrations for diverse projects.
- Led branding and design efforts for a large-scale concert event with 5,000 attendees, ensuring a cohesive visual experience.
- Produced high-quality print materials including brochures, posters, and stickers, adhering to brand guidelines and project requirements.

### Operation & Program Analyst | UCSD Marshall College

January 2022 → July 2022, San Diego, CA

- Managed budgeting, risk management, and staff facilitation
- Collaborated on design and print material for college-wide events
- Directed event branding and logistics for the college-wide commencement of 1,350+ graduate attendees

### Marketing Associate | UCSD Marshall College

September 2021 → January 2022

- Supervised and mentored 6 Design Interns, strategizing and executing design content across multiple media channels.
- Designed and distributed a weekly newsletter for an audience of 5,000+ subscribers, focusing on engaging content.
- Created social media templates and posts, optimizing visual content across multiple platforms

### Graphic Design Coordinator | UCSD SPACES

August 2019 → August 2021

- Executed design requests to increase brand awareness and social media engagement within SPACES and its 7 organizations.
- Collaborated in web design efforts, leading to a significant increase in viewers following the relaunch.
- Designed in-house digital advertisements and email newsletter layouts.

## SKILLS

Graphic Design  
Brand Design  
Print Design  
Package Design  
Experiential Design  
3D Design  
Vector Illustration  
Apparel Design  
Social Media  
Content Marketing  
Project Management

## TOOLS

Photoshop	Premier
Illustrator	After Effects
Indesign	Blender
Canva	Hootsuite
Figma	Hubspot
Procreate	
Final Cut Pro	

## EDUCATION

### University of California, San Diego

B.A. Visual Media Arts  
B.A. Communications

## CERTIFICATES

### Digital Marketing

Hubspot Academy

### Media Buying & Planning

4A's Multicultural Advertising  
Program Internship