



ABOUT ME

www.anicodesign.com



Creative professional who turns ideas into visuals that connect. Collaborative, adaptable, and committed to delivering quality results.

WORK EXPERIENCE

2025- present

Seashell Supply & Emporium

E-Commerce Content & Data Specialist

- Create AI-assisted product titles, descriptions, and SEO keywords for 100+ online product listings to improve search visibility
- Maintain accurate product data, pricing, and inventory records across e-commerce platforms
- Produce and edit product photography for digital catalogs and online storefronts
- Develop AI-assisted SOPs and workflow documentation to improve efficiency
- Support order processing, shipping preparation, and catalog updates to ensure timely fulfillment

2022 - present

Anico Design

Freelance Graphic Designer

- Partner with clients to translate ideas into effective visual designs for branding, marketing, and promotional materials
- Revise and refine designs based on feedback to deliver polished, production-ready artwork
- Completed design work for clients including AGFA Corp., Homes & Land Magazine, St. Anthony's Church, Switch Insurance, Garcia's Tae Kali Do, Let's Get It Boxing, and DJ O'rion

2021 - 2022

Girl Scouts of California's Central Coast

Marketing Specialist

- Produce multi-channel marketing content including press releases, blog posts, social media posts, webinars, and infographics
- Coordinate digital content publishing and event promotion across website and social media platforms
- Design web banners and marketing collateral while collaborating with internal teams
- Develop video content and manage email campaigns to support marketing initiatives and audience engagement

OBJECTIVES

To obtain a graphic design or related position where I can create impactful visual content, optimize digital assets, and contribute to effective brand marketing strategies.

COMPUTER SKILLS

| | |
|-------------------|-----------|
| Adobe InDesign | ● ● ● ● ● |
| Adobe Illustrator | ● ● ● ● ● |
| Adobe Photoshop | ● ● ● ● ● |
| Adobe Premiere | ● ● ● ● ● |
| Microsoft Office | ● ● ● ● ● |
| Canva | ● ● ● ● ● |

WEB & DIGITAL TOOLS

WordPress
Microsoft Office
AI Content Tools
SEO Optimization
E-commerce Product Management

EDUCATION

University
California State University,
Long Beach
B.A. Art /Graphic Design

Community College
Ventura College
Transfer Curriculum

High School
Oxnard High School



WORK EXPERIENCE

2019 - 2021

City of Oxnard

Senior and Recreation
Services
Graphic Designer

- Designed and produced the bimonthly Senior Newsletter and monthly Recreation Guide, creating layouts and visual assets for both digital and print distribution
- Developed graphics for web, social media, and city marketing campaigns to promote community programs, services, and events
- Created visual materials for city festivals and public events, including promotional graphics, signage, and digital assets
- Prepared and optimized production-ready artwork for print and digital publication ensuring brand consistency and quality standards
- Provided creative and event support for community programs and city-hosted events

2018 - 2019

Homes and Land

Graphic Designer

- Edit and format advertising copy and page layouts to meet publication style and branding standards
- Update and revise ad materials for repeat clients while proofreading content for accuracy and consistency
- Produce final publication pages using proprietary publishing software (TAPS Imaging) and prepare advertising assets for print production

2016 - 2018

Tip-Top Bio Control

Graphic Designer
Print and Web

- Design product labels, catalogs, price lists, handouts, stickers, and marketing materials
- Manage and create content for three Shopify e-commerce websites, including product images, graphics, and page updates
- Produce in-house product photography and marketing visuals for print and digital use
- Develop web graphics, banners, and digital assets
- Maintaining updated website content

2013 - 2016

ERG International

Graphic Designer
Print and Web

- Layout magazine ads, layout price lists/catalogs, design flyers, online newsletters
- In-house photography, customer service support (provide furniture mock-ups)
- Update web content, create web graphics, and collaborate with the Marketing Department implement creative strategies

- Creativity
- Communication
- Organization
- Team Player



AWARD

Award of Excellence
Graphic Design
Ventura College

CERTIFICATES

Certificate of Completion
Introduction to Artificial Intelligence

REFERENCES

Aurelio Peña
Art Director
ATRA
(805) 512-2340

John Trias
Mechanical Engineer
Lockheed Martin
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Jose Cisneros
Public Affairs Specialist
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City of Oxnard
Community Coordinator
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