

Dylan Falls - Senior Graphic Designer

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SKILLS

Software: Photoshop, Illustrator, InDesign, After Effects, Premier, Figma, Wordpress, Wix Site Builder, Powerpoint, Keynote.

Design: Typography, Layout & Composition, Color Theory, Motion Graphics, Web Design, Large Scale Print, Branding, Video Editing, Art Direction, Logo Design, Experience Design, Photography, Photo Manipulation, Retouching.

Organization: Monday, Asana, Miro, Trello, Odoo, Microsoft 365, Google Suite.

EXPERIENCE

Good Smile Company, Los Angeles, CA - Senior Graphic Designer

April 2019 - Present

Established the brand identity for Good Smile Company U.S. by building a playful and light visual language that engaged customers and drove sales. Wrote the current formula for the company's email marketing campaigns, contributing to a 27% conversions increase and an 50% increase in revenue compared to pre-implementation. Collaborated with licensors to create marketing collateral for both web and large scale print. Communicated with the Marketing team to delegate workflow for junior designers while taking suites of graphics from concept to deliverable in a timely manner.

For Fans By Fans, Los Angeles, CA - Graphic Designer

April 2019 - December 2022

Contributed to 26% year over year profits by taking ownership of product showcases from concept to launch. Lead and directed product and lifestyle photoshoots to engage customers on the site, social media and through email campaigns. Reworked the visual and user experience of the site by modernizing its design language for today's consumers.

Starkart, Ventura, CA - Graphic Designer

November 2017 - April 2019

Cooperated with a team of designers and marketing experts in an agency setting. Consulted with clients to bring to fruition and exceed their business expectations through advertising placed in high traffic and high visibility slots, yielding 15% monthly growth for our average customer. Undertook projects from businesses ranging from small local businesses to long established real estate firms.

InviteManager, Los Angeles, CA - Graphic Designer

June 2017 - November 2017

Worked with the marketing team on event management space. Created layouts for UX/UI, developed banners for sales conferences and created videos in service in furthering driving software and service sales.

CSUCI - Student Orgs and Leadership, Ventura, CA - Graphic Designer

July 2015 - May 2017

Advertised school events run by the Student Leadership Programs and Student Organization and Involvement departments. Deliverables included logos for the new initiatives brought about by both departments, large scale print signage and social media posts.

EDUCATION

California State University Channel Islands, Camarillo, CA August 2012 - May 2017

Bachelor of Arts in Studio Art, Minor in Game Design, Certificate in Digital Media Art.