

Dee Falls

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Professional Experience

Good Smile Company

December 2022 - Present

Senior Graphic Designer

Los Angeles, CA

- 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.
- 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

April 2019 - December 2022

Graphic Designer

Los Angeles, CA

- 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

November 2017 - April 2019

Graphic Designer

Ventura, CA

- Cooperated with a team of designers and marketing experts in an agency setting for myriad clients from small businesses to long established real estate firms.
- 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 clients.

InviteManager

June 2017 - November 2017

Graphic Designer

Los Angeles, CA

- 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

July 2015 - May 2017

Graphic Designer

Ventura, CA

- Advertised school events run by the Student Leadership Programs and Student Organization and Involvement departments.
- Deliverables included logos for new student engagement initiatives large scale print signage and social media posts.

Skills

Art Direction: Visual Design, Graphic Design, Experience Design, Typography, Large Scale Print, Logo Design, Photography, Photo Manipulation, Retouching, Layout & Composition, Branding/Brand Strategy, Layout, Color Theory, Motion Graphics, Video Editing, Team Management, Video Production

Digital Marketing: Wordpress, MailChimp, Branding, SEO, Wix Site Builder

Creative Software: Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe Lightroom, Adobe InDesign, Figma, Powerpoint, Keynote, Slides

Organizational Software: Odoo, Monday, Miro, Slack, Asana, Google Suite, Trello, Microsoft 365, Notion, JIRA

Education

California State University - Channel Islands

August 2012 - May 2017

Bachelor of Arts (BA), Graphic Design