

1100 Marsanne Lane
Gilroy, CA 95020
odelaserna@gmail.com
408.644.3904

Omar de la Serna

Senior Graphic Designer

PROFILE

Multi-disciplinary Graphic Designer with extensive experience in marketing, print and visual design. Excellent written and verbal communication skills and highly capable of handling client and vendor relations. Exceptional team player, collaborator and self-starter. Thrive in a fast pace environment with efficient time management skills. Extremely passionate about the creative process.

CREATIVE SKILLS

Print | Corporate & Brand Identity | Logos | Large Format Printing | Production | Stationery | Photography | Photo Retouching | Video Editing | Website Design | Motion Graphics | UI Design | Illustration | Typography

TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, After Effects, Muse, Animate) Microsoft Office (Word, PowerPoint, Excel, Visio) Mac and PC

EXPERIENCE

GLOBAL VR, San Jose, CA
Senior Graphic Designer (September 2004 - Present)

Lead designer in Marketing for developing pc and console video games into the arcade environment. Create logo, style guides and marketing collateral. Maintain overall corporate identity via marketing material and website. Work closely with game developers and designers in ensuring a consistent look throughout all facets of the game.

- Created brand identities for pc and console games ported to the arcade environment
- Managed a design team consisting of production artists, graphic designers and video/motion designers
- Collaborated with Marketing and Game Producers to bring about an existing video game and introduce it as its own identity within the video arcade environment
- Developed excellent time management skills dealing with three to four projects at a time while meeting all deadlines
- Took projects from concept to final implementation using the creative process
- Provided art style guides to game artists and developers
- Designed the UX/UI for customer Operator Menus
- Visualized and implemented mockups for trade shows
- Handled communications with domestic and international vendors in pre-production
- Created PowerPoint templates to support our Marketing & Sales team
- Maintained the overall company identity through newsletters, website, email, advertisements and sales tools
- Responsible for all web assets, from page layout, banner ads and animations
- Assisted game developers with in-game art textures, assets and UI/UX using CMS
- Executed design prototypes using in-house large format printers for final approval

ELC Consulting, Concord, CA
Freelance Graphic Designer (May 2002 - March 2010)

Consulted with clients to develop the overall look and feel for websites. Designed logos and business systems for small to mid-sized businesses. Created splash page Flash animations.

EDUCATION

CSU, Sacramento
Bachelor of Science, Graphic Design