



32.7167° N / 117.1661° W  
DIGITAL DESIGNER



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## Education

San Diego City College  
San Diego, CA  
Associate of Arts, June 2020  
Visual and Graphic Design

## Freelance

San Felipe Brewing Co. - San Felipe, MX  
BocadilloCV - Chula Vista, CA  
Cultural Arts Chula Vista - Chula Vista, CA  
Corazon De Chula Vista - Chula Vista, CA  
California Partnership Academy - San Diego, CA  
Blue Economy Strategies - San Diego, CA

## Skills

Figma  
Illustrator CC  
InDesign CC  
Photoshop CC  
After Effects CC  
Adobe XD CC  
Premiere CC  
Lightroom CC  
Webflow  
Canva  
Invision  
Google Slides  
PowerPoint  
Notion  
Word  
Excel

## Practice

Illustration  
UI/UX  
Visual Design  
Branding  
Typography  
Strategy  
Packaging  
Silk Screen  
Photography  
Videography  
Digital Content  
Social Ads

## Experience

Human Agency, New York, NY  
Senior Designer | July 2023 - Present

- Collaborating closely with the creative director on projects for socially conscious clients and forging a partnership with Open Avenues, an immigration talent provider.
- Proficiently utilizing Figma for UI design and social media campaigns, recently partnering with a leading healthcare company for digital enhancements.
- Creating compelling visuals while contributing to a rebranding process for an innovative clothing recycling technology, thus furthering our sustainability commitment.

Fifty & Fifty Agency, San Diego, CA  
Senior Designer | May 2023 - Present

- Synchronized on a website revamp project with ELCA organization, dedicated to inclusive outreach in the church space, in partnership with Fifty & Fifty agency.
- Creatively executing impactful social campaigns for various National University departments, enhancing digital awareness and paid media ads.
- Contributing to rebranding efforts for the Student Conservation Association and Umbrella Collective, utilizing illustration techniques to elevate their current brand identities through compelling visuals and storytelling.

Hypelife Brands, Oceanside, CA  
Senior Designer | October 2022 - Present

- Creating visually appealing and user-friendly web and mobile interfaces, utilizing wireframes and design techniques to cater to diverse client needs.
- Expertly communicating design concepts using wireframes, prototypes, and high-fidelity mockups, fostering collaboration among stakeholders and cross-functional teams.
- Driving successful rebranding efforts by ensuring consistent brand representation across marketing materials, collaborating effectively with developers and product managers for seamless design implementation.

Walter & Wayne, San Diego, CA  
Senior Brand Designer | March 2023 - Present

- Strategizing and formulating compelling brand strategies for various clients, including a weed packaging company and a local La Mesa art store.
- Demonstrating advanced illustration skills, infusing artistic finesse into designs to elevate brand strategy and narrative, as seen with Promodrone for EMTS and firefighters.
- Crafting compelling visuals for diverse social media platforms and designed intuitive user interfaces through UI design and brand activation, resulting in unforgettable brand experiences for a patented apparel cleaning technology.

Movetic Inc., Encinitas, CA  
Brand & Visual Designer | August 2021 - July 2022

- Developed interactive wireframes and website designs, emphasizing comprehensive rebranding for a leading solar energy company.
- Led the CROCS 2022 Pride campaign, overseeing photography, videography, and social media strategy, while also recruiting local LGBTQIA talent and directing models.
- Contributed to diverse large-scale digital projects, including website development, branding, and campaign management, delivering effective presentations and assets.

Raindrop Agency, San Diego, CA  
Designer | April 2021 - August 2021

- Designed diverse marketing materials: digital/print ads, social media posts, email campaigns, brochures, reports for various clients (restaurants, arts, eCommerce, tourism).
- Aided creative campaign conceptualization, logo development, and brand guideline creation.
- Reviewed and finalized designs based on client and internal team feedback for accuracy and compliance before delivery.