



SAL RIVERO

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SUMMARY

SELF-MOTIVATED DESIGNER VERSED IN PRINT & DIGITAL. **AGENCY EXPOSURE** IN BIG CLIENT CAMPAIGN AND PRESENTATION WORK. STRENGTHS IN **DATA VISUALIZATION, BRAND CONSISTENCY** AND **PROMOTIONAL DESIGN.**

ACADEMIC

BACHELOR OF ARTS, **DIGITAL GRAPHICS**
CALIFORNIA STATE UNIVERSITY, EAST BAY
CAREER CERTIFICATE, **WEB DEVELOPMENT**
LAS POSITAS COLLEGE

PROFICIENCIES

INDESIGN	●●●●●●●●○
PHOTOSHOP	●●●●●●●●○
ILLUSTRATOR	●●●●●●○○○
AFTER EFFECTS	●●●●●○○○○
ANIMATE	●●●●●○○○○
KEYNOTE	●●●●●○○○○
SKETCH	●●●●●○○○○
GOOGLE WEB DESIGNER	●●●●●○○○○
HTML/CSS	●●●●●○○○○

FEEDBACK

“Sal was a key designer that would take initial creative concepts and rollout various campaign pieces in multiple sizes and executions...I would recommend Sal for any position needing a strong **Creative Production Designer** added to their team.”

-Tom Bosch, Creative Director, PureRED

EXPERIENCE

February 2019 - Present

Studio Artist, RAPP

Building & Animating display banners of various sizes
Making UI edits for desktop and mobile sizes in Sketch
Building mechanicals for print and digital
Heavy retouching and manipulating photography
Executing layout and copy revisions from clients

January 2017 - February 2019

Production/Digital Designer, Live Nation Merchandise

Designing static & animated content for Web, E-mail & Social
Designing Web UI for new e-stores
Photographing merchandise for e-stores
Mocking artwork into product templates

October 2015 - November 2016

Jr. Production Artist/Designer, Goodby Silverstein & Partners

Creating mechanicals for print and digital ads
Revising and creating presentation decks
Resizing artwork to multiple sizes
Comping ideas from Designers as mockups
Producing presentation material for client meetings

November 2014 - February 2015

Associate Designer, Foster Farms

Color checking, revisions & adding dielines to brand packaging
Designing internal newsletter spread
Making physical mockups of packaging for presentations

August 2014 - October 2014

Creative Production Designer (Freelance), PureRED

Designing print collateral based off brand guidelines
Resizing artwork to various sizes
Retouching product imagery used in print ads
Executing layout and copy revisions to print and digital collateral

June 2014 - August 2014

Production Artist, Beeline Group

Producing print manuals and revising signage
Producing digital product images for online store
Creating planograms for store products

July 2007 - October 2013

Creative Production Designer, PureRED

Translating layouts for print and digital POS collateral
Making revisions and resizing artwork to various sizes
Performing heavy compositing/retouching of product imagery
Assisting with Design work
Comping up print collateral for client presentation

October 2006 - July 2007

Web Designer, Netopia

Designing websites for various clients
Consulting with customers with site design/revisions
Publishing site online using proprietary software

REFERENCES AVAILABLE UPON REQUEST.