



SAL RIVERO

510.258.1433

salg.rivero@gmail.com

[linkedin.com/in/salrivero](https://www.linkedin.com/in/salrivero)

salrivero.com

SUMMARY

AN EXPERT IN VISUAL DESIGN AND LAYOUT. A MULTI-TOOL CAPABLE OF ANY CREATIVE OR TECHNICAL TASK. STRENGTHS IN BRAND DESIGN, DATA VISUALIZATION, AND ILLUSTRATION. PHOTOSHOP WIZ AND PIXEL PERFECTIONIST.

ACADEMIC

BACHELOR OF ARTS, **DIGITAL GRAPHICS**
CALIFORNIA STATE UNIVERSITY, EAST BAY

CAREER CERTIFICATE, **WEB DEVELOPMENT**
LAS POSITAS COLLEGE

PROFICIENCIES

| | |
|---------------|-------|
| INDESIGN | ***** |
| PHOTOSHOP | ***** |
| ILLUSTRATOR | ***** |
| AFTER EFFECTS | ***** |
| SKETCH | ***** |
| FIGMA | ***** |
| POWERPOINT | ***** |
| ANIMATE | ***** |
| KEYNOTE | ***** |
| HTML/CSS | ***** |
| CHATGPT | ***** |

FREELANCE

July 2021 - February 2022

Designer @ Nextsport

Designed catalogs, email banners, and social posts for three different product lines

February 2018 - March 2018

Designer @ AmpLive

Designed infographics and UI for new website

FEEDBACK

“SAL WAS A KEY DESIGNER THAT WOULD TAKE INITIAL CREATIVE CONCEPTS AND ROLLOUT VARIOUS CAMPAIGN PIECES IN MULTIPLE SIZES AND EXECUTIONS. SAL WAS SKILLED AT MAKING SURE EACH PIECE WOULD MAINTAIN OVERALL CREATIVE CONSISTENCY AND MESSAGING FOR EACH TARGETED COMPONENT.”

-Tom Bosch, Creative Director, PureRED

EXPERIENCE

December 2024 - April 2025, February 2024 - June 2024

2D Producer @ The Argonaut

Producing/Updating layouts of merchandise documents

Understanding merchandising strategy and patterns

Utilizing project management tools and CMS

Executing a high-volume of change cycles

Managing files and processes

February 2019 - July 2023

Production Artist @ RAPP

Adapting digital designs across various sizes

Creating animated digital display ads

Executing revisions to banners, landing pages, sites & decks

Creating physical and digital mockups

Performing retouching and manipulation of photography

Optimizing digital assets for release

Collaborating with Studio, Creative, and Account teams

January 2017 - February 2019

Digital Production Designer @ Live Nation

Designing static & animated banners, emails & social media

Photographing and digitally retouching merchandise

Designing store websites

Mocking up artwork onto apparel and product blanks

Making revisions from internal feedback

October 2015 - November 2016

Jr. Production Artist/Designer @ Goodby, Silverstein & Partners

Designing layouts for various sized digital ads

Creating mechanicals for print and digital ads

Revising and creating pitch presentation decks

Mounting boards for pitch presentations

Creating comps and digital mockups

Collaborating with Studio and Account Managers

November 2014 - February 2015

Production Artist @ Foster Farms

Updating and making revisions to packaging

Mocking up product packaging for presentations

Color checking & adding dielines to brand packaging

Assisting with conceptual design of new creative

August 2014 - October 2014

Creative Production Designer @ 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

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

Adapting designs to fit various sized components

Executing layout and copy revisions

Performing heavy compositing/retouching of product imagery

Assisting with creative design work

Creating physical mockups of signage and brochures

File prepping and packaging files

October 2006 - July 2007

Web Designer @ Netopia

Designing websites for various clients

Consulting with customers on site design preferences

Publishing websites online using software