



SAL RIVERO

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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	*****
CANVA	*****
KEYNOTE	*****
HTML/CSS	*****
CHATGPT	*****

FREELANCE

March 2026 - Present

Production Designer @ Launch Inc.

December 2018 - July 2025

Designer @ CSUEA

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

March 2026 - Present

Freelance Production Designer @ Launch Inc.

Designing layouts for event services collateral
Flowing in and adjusting copy into print pieces
Keeping consistency of design across multiple pages/slides
Prepping and packaging files for digital and print output

December 2024 - April 2025, February 2024 - June 2024

2D Producer @ The Argonaut

Producing/Updating layouts of visual 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 various digital designs across multiple sizes
Creating and optimizing animated digital display ads
Executing revisions to banners, landing pages, sites & decks
Creating physical and digital mockups
Performing image research and retouching
Optimizing digital assets for web 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
Editing/Reskinning store websites
Retouching images and mocking up art onto products
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 projects
Revising and editing 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