

FRED VILLA

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🌐 fredvilla.art

EXPERIENCE

Freelance Graphic Designer

June 2022 → Present, Remote

- Developed social media, print, and apparel designs for local businesses generating increases in customer engagement
- Amplified brand design systems for clients through research and strategic development

Sr. Graphic Designer | A.S. Graphic Studio

June 2023 → December 2023, San Diego, CA

- Designed social media graphics, illustrations, 3D animations, apparel, web outlets and branding for clientele
- Directed concert experience through branding and design deliverables for Fall Y'all with 5,000 attendees
- Produced print material for clients from brochures, posters, and stickers.

Operation & Program Analyst | UCSD Marshall College

January 2022 → July 2022, San Diego, CA

- Managed budgeting, risk management, and staff facilitation
- Collaborated on design and print material for college-wide events
- Directed event branding and logistics for the college-wide commencement of 1,350+ graduate attendees

Program Assistant | UCSD Marshall College

September 2021 → January 2022

- Supervised 6 Design Interns by strategizing design content and developing inbound marketing assets across 4 media channels
- Designed and distributed the weekly newsletter for an audience of 5k+ subscribers

Graphic Design Coordinator | UCSD SPACES

August 2019 → August 2021

- Executed design requests to increase brand awareness and social media engagement within SPACES and its 7 organizations.
- Collaborated in the organizations web design process generating an increase 5,000+ viewers within its relaunch

SKILLS

Graphic Design | Branding | Print Design | Experiential Design | 3D Design | Vector Illustration | Apparel Design | Print Design | Digital Design | Social Media | Content Marketing | Project Management

TOOLS

Photoshop
Illustrator
Indesign
Canva
Figma
Procreate
Final Cut Pro
Premier
After Effects
Blender

EDUCATION

University of California, San Diego

B.A. Communications
B.A. Visual Media Arts

CERTIFICATES

Digital Marketing

Hubspot Academy

Media Buying & Planning

4A's Multicultural Advertising Program Internship