

FRED VILLA



fredvilla.art
hello@fredvilla.art

(Skills)

Graphic Design, 3D Design, Brand Design, Copywriting, Typography, Package Design, Vector Illustration, Apparel Design, Social Media Design, Content Creation, Project Management

(Programs)

Adobe Creative Suite

Illustrator, Photoshop, InDesign, After Effects, Premier Pro

Other Design Software

Figma, Canva, Final Cut Pro, Blender

Social Media

Hootsuite, Hubspot, Instagram, X, Facebook, YouTube

Project Management

Trello, Notion, Asana

(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

(Experience)

Graphic Designer | Freelance

June 2022→Present, Remote

- Lead the design and development of visual assets, creating engaging brand experiences that elevate client identities and increase customer engagement.
- Strategize and produce design content for "Freddymade" to generate engagement within the design community and beyond
- Oversee the full production process from conceptualization to final deliverables, ensuring designs met client needs and technical specifications.

Lead 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
- Mentored junior designers, providing constructive feedback to support their professional growth and improve design output.

Designer & Program Analyst | UCSD Marshall College

January 2022→July 2022, San Diego, CA

- Directed event branding and logistics for a college-wide commencement, ensuring a cohesive visual experience for over 1,350 attendees.
- Developed and maintained brand guidelines for various college-wide initiatives, ensuring consistency across all materials.

Marketing Associate | UCSD Marshall College

September 2021→January 2022, San Diego, CA

- Supervised a team of 6 design interns, fostering a collaborative environment while ensuring adherence to brand standards and project deadlines.
- Designed and distributed a weekly newsletter to over 5,000 subscribers, optimizing content for engagement.
- Supported the design and production of marketing materials, ensuring high-quality execution across various media channels.

Graphic Design Coordinator | UCSD SPACES

August 2019→August 2021, San Diego, CA

- Executed design requests to increase brand awareness and social media engagement within SPACES and its 7 organizations.
- Collaborated on web design initiatives that significantly increased viewer engagement following a successful relaunch.
- Designed digital advertisements and email newsletter layouts that effectively communicated marketing messages.