



EDUCATION

Bachelor of Science in Visual Communications, Minor in Business Administration - Marketing

San Francisco State University

Honors: Cum Laude, Dean's List
2013-2015

Associates of Arts in

General Education

University of Maryland Global

Campus

Honors: Cum Laude, Dean's List
2008-2011

EXPERTISE

Adobe Creative Suite
Adobe After Effects
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Acrobat
Adobe Premier
Figma
Sketch
Powerpoint
Keynote
Google Suite (Slides, Docs, Sheets)
Webflow
Lottie
Microsoft Office

SKILLS

Creative Design
Motion Graphic Design and Animation
Layout and Typography
UX and UI Design
Iconography
Logo Design
Marketing and Brand Design
Presentation Design
User Experience Research
Prototyping
Image and Color Editing
HTML / CSS
Wayfinding Design
Print Design and Mechanicals
Illustration
Information Graphics
Email Design
Pixel Art
Game Design
Website Design

WORK EXPERIENCE

EVOKE - SAN FRANCISCO

Studio Artist

March 2020 - Dec 2020, Jan 2022 - Current

- Working as a brand-lead with Biogen Spinraza and Gilead Descovy, fully contributing to the creative and production process
- Ensuring design files adhere to established brand guidelines, industry standards, and agency best practices
- Creating and revising charts, graphs, infographics, layouts, templates, style sheets, and digital assets, efficiently and effectively working with an eye for details
- Creating print mechanicals and prepared files for print production
- Adhering to established asset management practices including: file naming and organization, format conversion practices, and the creation and maintenance of Master Art libraries

HEALTH WALLET

Head of Creative Design

January 2021 - December 2021

- Orchestrated and drove company-wide design definition, specification, collaboration, and roadmap with cross-partners to agree on fixed design assets, pattern libraries, and components
- Led the animation efforts for the collaborations with content strategists, aligning with sound designers and copywriters, taking direction and giving feedback to develop and ship animated content for potential investors
- Sketched, storyboarded, ideated, and generated new concepts quickly based on CEO Tom Pamukcu's direction and self-driven research
- Produced strong conceptual and expressive animations and illustrations that are engaging and reflect a cohesive brand experience

RICOH DESIGN CENTER / GENENTECH

Lead Graphic Designer

July 2016 - October 2019

- Lead Graphic Designer at Ricoh for Roche, Genentech, and gPrint, an internal Google print and design portal, where I produced digital, print, and promotional graphics for custom marketing and branding requests that resonated with brand style guides
- Maintained scope and timelines for multiple simultaneous design projects with definitive deadlines
- Regularly led meetings with client stakeholders and subject experts to develop designs through ongoing direct client management

CAYMAN SANTORO DESIGN

Freelance Graphic Designer

June 2012 - Present

- Chief creative and gameplay designer for Dungeon Vice, wherein I create pixel art animations and code using Javascript to create a retro-styled video game
- Lead designer for Laughing Monk Brewery - closely working alongside the sales team to help execute the brand across multiple touchpoints and bring innovative new ideas to help stand out in the market
- Responsible for creating 15-second social media marketing videos utilizing Motion Graphics, Adobe After Effects, and Adobe Premiere for Avalon Hollywood's Facebook and Instagram accounts to promote upcoming electronic dance music events

UNITED STATES NAVY

Mass Communication Specialist

March 2007 - December 2011

- Presented U.S. Navy events to naval and civilian audiences through a variety of media including photography, journalism, and graphic design, with photography featured on the Navy's official website: Navy.mil
- Lead designer to "Anchor Watch," a recurring monthly magazine wherein I was the photographer, page designer, and content contributor focusing on sports, editorials, and human-interest stories about servicemembers and their families at the Navy Information Operations Command in Ft. Meade, Maryland
- Launched two separate quarterly newsletters, where I was the chief photographer, page designer, and content contributor at the Naval Support Activity, Souda Bay in Crete, Greece
- Managed junior sailors at both command locations by delegating journalism and photography jobs while work was completed within strict deadlines