

DIEGO SANCHEZ

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PROFESSIONAL SUMMARY

Strategic Graphic Design Specialist with 4 years of experience helping clients build and maintain a cohesive brand identity across various creative assets, including print materials, digital marketing content, email graphics, social media visuals, and logo/typographic designs. Skilled in delivering innovative designs for campaigns, events, and businesses. Capable of working both independently and collaboratively to bring creative concepts to life, from brainstorming to final execution, with a focus on achieving measurable results.

PROFESSIONAL EXPERIENCE

Dizzysan Design

Graphic Design Freelancer

Fresno, CA

March 2022 – Present

- Designed a poster for Red Bull's Doodle Art Workshop, using Photoshop & Illustrator, ensuring it met the required specifications and Red Bull brand guidelines for both print-ready files and digital versions of marketing materials. Successfully reduced project delivery time by 5 days while maintaining a unique and creative approach and staying with the client's brief. This resulted in a 25% increase in social media posts across partner social handles.
- Created Red Bull's Campus Clutch Northwest Qualifier Poster, using Illustrator to refine and adjust the typography of an established typeface. Finalized the design in Photoshop, implementing key event details such as date, location, and region while adhering to brand guidelines. Designed poster layout that implemented two separate qualifier events into one poster which enhanced visibility and reduced collateral printing costs by 50% for the client.
- Executed the copyediting for printed book "Contos Populares Portugueses Da Califórnia" using Adobe InDesign, where I established an efficient structure for 64 folktales, appendices, vocabulary, informants, motifs, and tale types within a 300-page format. Ensured the content was legible and reader-friendly, preparing the print material for its first formal publication.
- Designed the primary logo and holiday-themed variations for "Bubbly Bear", a Central Valley-based small business, using Adobe Illustrator. Helped establish a distinctive brand identity by creating packaging, marketing materials, and vehicle branding that reflected the business's unique tone and vision.

Fresno State Department of Arts & Humanities

Graphic Design Specialist

March 2021 – February 2022

- Led the first-ever virtual exhibition for the California Art Education Association's Youth Art Month Program using Adobe Photoshop & After Effects, which showcased over 50 student mixed media artworks from 9 Central Valley Unified School Districts. Worked cross-functionally with organizer, moderator, and web designer, to meet strict deadlines and amplify an engaging experience for over 100 Zoom attendees, including students, school staff from 9 different Central Valley Unified School Districts, and relatives of the student artists.
- Produced posters and virtual backgrounds for the Art Education Fall Guest Speaker Series using Adobe Illustrator, InDesign, and Photoshop, ensuring alignment with Fresno State's brand guidelines. Boosted the Art Department's outreach strategy by developing email graphics and social media assets with embedded live links, effectively encouraging over 100 Fresno State students and staff to attend these virtual events due to conditions of no in-person events at the time.

EDUCATION

California State University, Fresno

B.F.A. in Graphic Design

Fresno, CA

2018-2022

SKILLS SUMMARY

- Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, Indesign, Xd)
- Logo Design
- Brand Identity
- Typography
- Layout Design
- Basic HTML / CSS
- Basic print & production
- Bilingual: Fluent in English & Spanish