



Felipe Picazo

Graphic Designer

Hello, I am Felipe Picazo and I am a Los Angeles based designer specializing in logos and branding. I have designed both in-house and at an agency, with national brands as well as small local businesses. Every client has their own goals to achieve and I provide a strategic design process dependent on the goals of each client. I look forward to every opportunity to help, influence and develop a brand.

SOCIAL

-  [instagram.com/fpdesignroar/](https://www.instagram.com/fpdesignroar/)
-  [linkedin.com/in/fpdesignroar/](https://www.linkedin.com/in/fpdesignroar/)
-  [facebook.com/fpdesignroar](https://www.facebook.com/fpdesignroar)
-  [behance.net/fpdesignroar](https://www.behance.net/fpdesignroar)
-  twitter.com/fpdesignroar

SKILLS



Branding



Logos



Typography



Layout



Marketing



Social

INTERESTS



Art



Coffee



Horror Movies



Pizza



Pets



Sports

EXPERIENCE

THE CREATIVE GROUP

(07/2017 - Present)

Graphic Designer

- Help in-house design teams and agencies with design projects such as print, digital, advertising and branding.
- Collaborate with directors to execute successful design.
- Create deliverables that stay consistent with brand guidelines.

ONE EIGHTEEN ADVERTISING

(05/2017 - 08/2017)

Freelance Graphic Designer

- Assist lead designer in design aspects for various brands.
- Develop design pitches and directions with creative director.
- Manage multiple files for production and organization of designs, client accounts and important dates.

UNKNOWN LAB

(05/2017 - 08/2017)

Graphic Designer Intern

- Collaborated with design team on a daily basis to assist in projects, deadlines and presentations.
- Worked directly with lead designer and creative director on multiple projects for clients and design proposals.
- Create brand guidelines for clients through a creative brief.

PTM IMAGES

(03/2016 - 04/2017)

Lead Graphic Designer

- Direct multiple design projects regarding branding, typography, layout and advertisement.
- Research market field and competition to be informed in trending design styles and methods of execution.
- Collaborate with design team to solve design problems on a daily basis.

EDUCATION

CALIFORNIA STATE UNIVERSITY, LOS ANGELES
(2010 - 2015)

B.A., Option: Graphic Design



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