



# Jermaine Garcia

## PHOTO-GRAPHIC DESIGNER

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Portfolio and Skillsheet Link:

[https://www.dropbox.com/sh/arsuvid8cqlqh6s/AACWVklrFOu9O5Ev\\$sm\\_-QgG3a?dl=0](https://www.dropbox.com/sh/arsuvid8cqlqh6s/AACWVklrFOu9O5Ev$sm_-QgG3a?dl=0)

### Objective

My current goal and interest are to land a position as a commercial photographer or creative director with a company that takes pride in its overall branding and marketing. An important aspect I look for in an organization is to be a part of a healthy cultured team that provides solutions to challenging problems using forward-thinking and innovative techniques and resources. My 20 years of experience and certifications working in the graphic arts industry have helped contribute to solutions using industry-standard tools and resources like Adobe's Creative Cloud Suite – InDesign, Photoshop, Illustrator, Premiere, and After Effects. I work well in both the Mac and Windows ecosystems, and because of my graphic design background, I have had to wear many hats creating websites and campaigns to video and motion design. I am currently working towards my bachelor's degree in graphic art, learning 3D modeling to enhance my skillset. I hope my body of work speaks for itself, and I thank you for taking the time to consider my resume and portfolio.

### Experience

Bellah Vista Studio – Photo-Graphic Designer

January 2005 - Present

Freelance work – services I have rendered:

- Graphic Design and art
- Logo design
- Printed collateral
- Motion Design – (Premiere Pro, After Effects, Illustrator)
- Photography and video services
- Web design – (WordPress, Dreamweaver)
- Email campaigns – (Mailchimp, Constant Contact)
- Store Signage and Billboards

If references are needed, I can gladly provide them.

West Entertainment, Irvine – Graphic/Motion Designer

April 2020 - Present

West provides in-flight entertainment services for airlines such as Etihad and Virgin Atlantic. I have worked for West Entertainment on retainer, providing motion design and advertising design layout for airline industry print magazines. My role was to work directly with their Post-Production Director creating compelling magazine ads to promote West's services and create motion graphics for in-flight videos. I also created motion graphics for pre-flight videos delivered electronically to passengers before their flight.





### Spectrum Brands HHI, Lake Forest – Photographer/Retoucher

March 2019 – July 2019

Spectrum Brand HHI is a home improvement product manufacturer. I helped maintain and archive photo projects through our Digital Asset Management (DAM) and STEP systems for use in their ecommerce department. Using these systems also involved managing our image workflows. I was known for fixing chrome/reflective product images due to my experience working on auto photography. One of my accomplishments there was to help streamline editing workflow with the help of Microsoft Teams/Groups and Adobe Teams:

- Digital photo retouching/editing
- Color correction
- Clipping of RAW images
- Color matching
- Blending
- Repairing and merging photo files
- Backup product photographer

### Fiesta Insurance Franchise Corporation – Creative Director

November 2009 – September 2010

The company is a franchisor with many established national franchisees. My job and duties as Production Designer consisted of:

- Successfully implemented a challenging branding standard that was otherwise nonexistent.
- Create and deliver email campaigns to franchisees using MailChimp.
- Design and create new marketing pieces as well as approve any graphics that franchisees submitted.
- Responsible for the company's websites and signage for all stores.
- One of my proud accomplishments was managing the successful deployment of an online collateral ordering system built for the franchisees. This fulfillment website's role was to help keep branding and advertising uniform throughout all the stores.

### Generations Photography Studios – Associate Photographer

January 2008 – September 2009

As an associate, I collaborated with the owner doing weddings and events as a second shooter and assistant.

- Coordinate wedding photography and photograph weddings
- Portrait sales, school portraits, dances, minor leagues, and corporate events.

### Children and Family Futures, Inc. – Graphic/IT Analyst

November 2001 – April 2005

Information Technology Duties:

- Improved and administered the office technology infrastructure; dramatically increased productivity and collaboration between office and off-site employees.
- Converted from a peer-to-peer network to a planned and implemented Windows Server 2000; upgraded to 2003 Exchange; SharePoint Services, and Active Directory.
- I installed network wiring and terminals, deployed server services to Windows XP workstations.
- Order and purchase of equipment.
- Administration of telecom phone system.
- I Provided technical help-desk to co-workers in the office and out of the office.

Graphic Design Duties:

- I provided media graphics and layouts that branded the overall image of the company.
- I Improved the company's visual communication, increasing the chances of successfully bidding on government grants.
- Designed covers for books, reports, graphs and complex charts.
- Page layout and design for government granted (DHHS) publications.



- Website design and maintenance.
- Conference media (booth graphics, banners, CD covers, folders, pamphlets, handouts, and other materials).
- I also worked very closely with the Government Printing Office (GPO) and other printing firms.

**Education**      Ongoing Online Learning      Present

Currently enrolled in Southern New Hampshire University working towards my bachelor's degree in 3D CGI graphics. I also supplement my learning with Lynda.com, Udemy (Photorealism CGI), Photigy.net (Product and Commercial Photography) and Professional Photographers of America (Overall Photography).

Professional Photographic Certification Commission      March 2011

Certified in the specialty of Professional Photography. Lighting, composition, equipment, styles, and posing are all required for certification. Final certification is based on a 12-image submission to a panel of judges covering all 12 major lighting styles and techniques. Each image must be within 12 months of submission and no two images may be from the same project or session.

Tulare County of Vocational Education      September 1994 - June 1996

Major – Graphic Artist; page layout and design; design principles and design theory; typography; color theories and harmonies; pre-press, spot prep and digital file submission.

**Skills**      Specialized in the following five areas:

- Photography
- Advanced Photo Editing and Color Correction
- Videography
- Motion Design
- Digital Print Production and Layout Design
- Logo Design and Branding

Second level specialties are in:

- Typography
- Digital Art
- Illustration
- Web Design
- Sign Production

My greatest strengths

Working in a team environment is of paramount importance to me. My best work has always been collaborating with other team members to bounce ideas and strategies off each other, seeing a project take on a whole new life of its own. Keeping up with technology and trends through online and firsthand learning is how I nurture my creative talent—currently working on CGI graphics to further my skill set.



## Software

### Platforms:

Windows XP | Mac OS X

### Project Management Systems (PMS):

Workfront | Slack | Basecamp

### Graphic Design:

Illustrator | InDesign | Dreamweaver | Dimension

Flash | Acrobat Pro | CorelDraw

### Photography:

Photoshop | Lightroom | PhaseOne Capture | Nik Complete Collection | On1 Photo RAW

### Video:

Premiere Pro | AfterEffects | SonicFire Pro

### Microsoft Office PC/Mac:

Word | Excel | PowerPoint | Outlook

### Client Management Systems (CMS/POS):

Successware | ProSelect

## Associations

Professional Photographer of America (PPA)

Graphic Artists Guild