

Jeffrey Tuason

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WORK EXPERIENCE

Self-Employed

Aug. 2018 – Present

Freelance Graphic and Motion Designer

Los Angeles, CA

- Design original and branded animated graphics (opens, lower thirds, slates, tags, and bumpers, etc) with client direction for social and commercial use increasing engagement and interaction.
- Model and animate 3D logos, characters, and spaces in Cinema 4D to be included in branded motion graphics projects.
- Conceptualize, design, and execute social and digital graphic design assets for clients across various industries.

POP theory

Aug. 2018 – July 2019

Freelance Graphic and Motion Designer

Los Angeles, CA

- Designed digital assets for email increasing click to open rates (CTOR) by 10%.
- Created animated motion graphics for web and social showcasing product and promotions visually tailored with the brand's aesthetic and audience in mind.
- Designed and created digital assets for social feeds and stories increasing user interaction by 40% and user shares by 13%.
- Rebranded the logo mark and logotype, as well as brand identity, creating a more modern and luxurious aesthetic.

apliiq

Mar 2018 – Jan. 2019

Graphic Designer and Production Assistant

Los Angeles, CA

- Designed logo icons, logo marks and logotypes for branding features such as woven labels and/or screen-printed logos.
- Oversaw QA and shipping teams to expedite orders and ensure a 90% satisfactory rate from clients and their customers.

lak shoes

Nov. 2013 – Dec. 2017

Freelance Graphic and Motion Designer

Los Angeles, CA

- Created animated motion graphics for web and social showcasing product and promotions.
- Create banner ads and materials for homepage, landing page, mobile and email assets.
- Designed, tested, and executed digital design solutions for a sneaker and skate centered consumer.

EDUCATION

University of California, Los Angeles (UCLA) Extension

December, 2019

Certificate Program, Graphic and Motion Design

Los Angeles, CA

University of California, Irvine (UCI)

June, 2007

B.S., Civil Engineering

Irvine, CA

SKILLS & INTERESTS

- **Skills:** Motion Graphics, Branding & Identity; Web & Digital, Visual Design, Art Direction
- **Portfolio & Demo Reel:** www.jeffreytuason.com
- **Software:** Photoshop, Illustrator, InDesign, After Effects, Cinema 4D
- **Interests:** Surfing, Skating, Bouldering, Television, Movies, Art, Design