

Jeffrey Tuason

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WORK EXPERIENCE

Avery Dennison

Sept. 2019 – Present

Freelance Graphic Designer

Los Angeles, CA

- Design and illustrate heat transfer graphics for apparel, and assemble samples for The North Face and Carhartt.
- Design and illustrate embroidered and woven patches to embellish footwear for Converse.
- Create motion graphics assets like animated logos and text to incorporate in presentations and pitch decks.

G/ FORE

Nov. 2019 – Nov. 2019

Temp Graphic Designer

Los Angeles, CA

- Created marketing collateral adhering to the brand's strict typography (tracking, kerning, leading) and composition guidelines.
- Composited and retouched images to be used as assets for social media, email, catalogs, and brochures.
- Designed mockups for packaging (shoes boxes) and accessories like golf glove, hats, and beanies.
- Developed interesting color palettes for seasonal footwear and golf gloves.

POP theory

Aug. 2018 – July 2019

Graphic and Motion Designer

Los Angeles, CA

- Rebranded the logo mark and logotype, as well as brand identity, creating a more modern and luxurious aesthetic.
- Photographed, edited, and retouched all product photography / shots which were also used to composite digital assets.
- Designed email blasts and their assets increasing click to open rates (CTOR).
- Created animated motion graphics for web and social media showcasing product and promotions visually tailored with the brand's aesthetic and audience in mind.

apliiq

Mar 2018 – Jan. 2019

Graphic Designer and Production Artist

Los Angeles, CA

- Designed logo icons, logo marks and logotypes for branding features such as woven labels and/or screen-printed logos.
- Photographed blank garments, retouched images, and changed the color to allow more color options for customers.
- Designed mock screen printed, direct to garment, and embroidered graphics for custom apparel clients.

EDUCATION

University of California, Los Angeles (UCLA) Extension

December, 2019

Certificate Program, Graphic 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:** Sports, Surfing, Skating, Boulderling, Golf, Photography, Television, Movies, Art, Design