



JAEZAR SORIANO · RÉSUMÉ

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OBJECTIVE

To find opportunities where I can make meaningful contributions through the use of my design and production skills, and maximize my experience in the various fields of visual design.

EXPERIENCE

Senior Brand Designer

- Tinuiti
- April 2022 to Present
- Remote
- Designs promotional materials for the Tinuiti brand, especially any requiring video or motion design. Includes OTT and social ad campaigns, web content promotions, and awards submissions collateral. Also responsible for creating any videos intended for employee communications.

Senior Motion Designer

- Tinuiti
- November 2021 to Present
- Remote
- An expansion of the Senior Graphic Designer role, with special focus on motion projects.

Senior Graphic Designer

- Tinuiti
- April 2016 to Nov 2021
- Remote
- Originally for Email Aptitude before their acquisition by Tinuiti, designed creative for clients' online marketing needs. Projects included marketing geared for email, social, display, Amazon, Google App Campaigns, and OTT.

Digital Marketing Designer

- Tart Collections / JD Fine & Company
- February 2012 to April 2016
- Concord, CA
- Designed all marketing materials for both business-to-business and direct-to-consumer markets including catalogs, videos, website graphics, email marketing and social media imagery, and event graphics.

Web Graphics Designer

- Movoto
- September 2010 to September 2011
- San Mateo, CA
- Designed user interfaces for home search utilities on Movoto.com, as well as web pages for information display sections.

PRIMARY DISCIPLINES

Motion Design
Graphic Design
Web/UI Design
Branding & Identity

AUXILIARY DISCIPLINES

Illustration
Photography
Audio

SOFTWARE/CODE EXPERIENCE

After Effects	Creatopy
Premiere	Mailchimp
Photoshop	
Illustrator	Magento
Figma	Shopify
Animate	Bigcommerce
Google Web Designer	Squarespace
InDesign	Wordpress
Dreamweaver	
Audition	HTML/CSS
REDCINE-X	Javascript
Acrobat Pro	jQuery

Proficient on both Mac and PC.

EDUCATION

San Francisco State University

- San Francisco, CA
- 2007 to 2010
- Bachelor of Science
Visual Communication Design