

Harold Cerda
1211 N Bronson Ave
Los Angeles, CA 90038
310.863.0326
haroldcerda@gmail.com

Graphic Designer, Illustrator, Artist



objective

To work for a creative, innovative group where my skills and experience will be best utilized.

experience

Aug 2006 - Sept 2009

Monarchy Group Inc.

Los Angeles, CA

Lead Graphic Designer

* Company website: <http://www.monarchycollection.com/>

* Sample jobs: <http://www.haroldcerda.com/portfolio/manchester-tee-graphics>

- Worked closely with designers and a sales team to produce successful designs.
- Researched, conceptualized and designed logos for the brands varied products.
- Produced high-volume of work to be sold in The Buckle's chain of stores through the United States.
- Worked closely with printers to research and create new print treatments and techniques.
- Multitasked different projects in a high paced environment.
- Traveled outside of the U.S to oversee print quality for sampling and the production of tees.
- Assisted in the organisation of backup files from previous designs and printed projects.
- Applied current techniques and trends to designs within the brands budget and branding.
- Assisted with Monarchy's peripheral brands in order to maintain design deadlines and print production.
- Troubleshoot graphic application and operating system issues that would occasionally arise.

May 2005 - Feb 2006

Point Zero, Beniko

Los Angeles, CA

Graphic Artist, Production Assistant

* Company website: www.point-zero.com

* Sample jobs: <http://home.roadrunner.com/~haroldcerda/pointzero.html>

- Successfully created contemporary screened, sublimated, printed graphics for men's apparel.
- Researched, conceptualized, designed logos for the private label division.
- Produced high-volume of work to be sold in stores like Kohl's, JC Penney and Walmart.
- Worked closely with designers and printers to create new print treatments and techniques.
- Multitasking different projects in a high paced design environment.

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experience continued

July 2000 - May 2005

Dwindle Distribution, Globe Shoes
El Segundo, CA

Production Artist, Graphic Designer

* Company website: <http://www.dwindle.com/>

* Sample jobs: <http://home.roadrunner.com/~haroldcerda/speeddemons.html>

- Assisted in the production of graphics for many new and innovative products ranging from skateboards, youth apparel, packaging, hardware, ads, and catalogs.
- Worked closely with product managers, directors and art department staff to meet deadlines.
- Often updated graphic content for several of brands websites.
- Kept other distributors and licensees upto date with changing graphics and content.
- Created an produced graphics for skateboards, packaging, stickers, and catalogs
- Worked closely with sales & marketing managers to produce promotional graphics such as posters, flyers, emailers, ect.
- Updated FTP site contents with monthly ads, art for licensees and manufactures.
- Continually researched and utilized new and innovative products, applications and techniques to keep the brands up-to-date and contemporary.
- Worked closely with printers and manufacturers to maintain deadlines while maintaining quality.
- Attended conventions and assisted in the production of graphics needed for each event.
- Often submitted ideas and graphics for several brands to the team and directors.
- Seasonally assisted in the organization and archiving of all graphics for specific brands.
- Produced color separations and film output for skateboard graphics, screenprints, wheel pad prints, ads, stickers, and packaging.
- Digitally photographed color corrected, and edited products to be used in many publications and catalogs.
- Assisted in the preparation of graphics used in videos and DVDs.
- Produced brand graphics for promotion, using various and innovative methods.

April 1998 - July 2000

Leading Jewelers Guild
West Los Angeles, CA

Production Artist, Graphic Designer

* Company website: <http://www.love-story.com/guild.htm>

* Sample jobs: <http://home.roadrunner.com/~haroldcerda/leading.html>

- Assisted in the production of graphics used in seasonal catalogs and brochures.
- Conceptualized and produced entire mailer catalogs for varied retailers.
- Created logos and elements to be used on print and the web.
- Regularly organized and backed-up graphics used in catalogs and flyers.
- Photographed, color corrected and clipped huge amounts of intricate jewelry.
- Entrusted to handle really expensive and delicate pieces used in our catalogs.

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experience continued

August 1996 - March 1998
Hollywood/Wilshire YMCA

Receptionist, After School Counselor.

education

Fall 1996 - Fall 1998
Los Angeles Trade Technical College
Visual Communications Program
Graphic Design curriculum consisting of production, illustration, and design for print. Projects included layout, logo/letterhead design, and advertising concept.

Fall 1991 - Summer 1995
Westchester High School, Los Angeles, CA
Graduated

portfolio

Available upon request, or visit * My website: www.haroldcerda.com

trade applications

Mac OS X: proficient
Adobe Illustrator CS3
Adobe Photoshop CS3
Adobe Acrobat CS3
Adobe InDesign CS3

outside interests

Illustration, Photography, Typography, Sk8boarding. Textures, Antique Engravings,
Music of all types, 3D Modeling, Technology, Video Games and Anime. My MAC.