

# Alan F. Paredes

## Creative Professional

### San Francisco Bay Area Marketing Communication

*Current* **Graphic Designer/Photographer at Bio-Rad Laboratories**

*Education* BFA Graphic Design Academy of Art University San Francisco, BFA 2005

*Websites* alanparedes.com



## Experience

### 🔧 **Graphic Designer/Photographer**

Bio-Rad Laboratories

2005 – Present . Public Company . 5001-10,000 employees . Biotechnology industry

Create and produce sales aids such as fliers, brochures, sales sheets, banner stands, posters, give-aways, animations, videos, and etc for marketing and sales for in-house marketing communications department. Collaborate with team to develop concepts for product launches, identity ecosystems, brand and initial copywriting, tradeshow graphics and booth design, and sales meeting promotions. Established the photography department to provide in-house product photography of small and large sized inventory, portrait photography of models, employees, and executives, event photography, and photos for use in advertisements, original art, and web. Train and serve as mentor for new photographers. Work with videographer for filming, audio recording and production, and lend expertise in lighting and stage setup.

### 📍 **Graphic Designer Intern**

4040 Agency

April-July 2005 . Graphic Design industry

Paid graphic design internship. Assist senior designer, art directors, and creative directors with graphic design, mock-ups, mood boards, and group concept development for accounts such as Keen, The Cannery San Francisco, Citizens Bank Park, Sellers Market, et. al.

### ✳️ **Graphic Designer**

Cycle Gear

2004 – 2005 . Public Company . 100-500 employees . Retail sales industry

Collaborate with in-house marketing communications team to produce weekly sales fliers, design daily eblast email graphic illustration and layouts using original illustrations and photography, assist art director and marketing managers to design annual sales catalog including cover art. Assist photographer in photo shoot of models and product shots of apparel and retail merchandise.

### 🔧 **Board member, Vice president, Marketing, Scholarship**

Your Filipino Professionals Association

2013 – present . Volunteer, Professional Networking/Cultural Heritage Nonprofit

Board member of Your Filipino Professionals Association, a professional networking non-profit organization for the filipino american community in the SF Bay Area. I was Marketing Director, Scholarship Director, and Vice President of the Board. I managed several campaigns and events including annual Gala. I mentored and trained several volunteers and new board members to groom them into leadership positions. I helped create, establish, and run a new scholarship program for new college students. I was part of team to help the org achieve 501c3 status and remake the organization including name change.

### 📍 **facebook admin**

BOOKS for the BARRIOS

2014 – present . Volunteer, Charitable Education Nonprofit

BOOKS for the BARRIOS is a nonprofit organization in the SF Bay Area that provides guidance, monetary support, inventory support, and teacher training for underrepresented schoolchildren in impoverished areas of the remote areas of the Philippines. I am the facebook admin and provide a constant presence for the two-person run organization where social media is not a common practice for them. I work with the principals to establish the content and language, and currently I am creating content without supervision.

## Summary

- ✳️ Professional graphic designer with experience and training in Print and a track record of accomplishments in Photography. In Print this includes: identity system for several product launches, identity system for scholarship programs and human resource programs. Concept development for product launches and corresponding tradeshow and marketing materials. In Photography this includes: Product photography for multitudes of product launches, executive portraits of a majority of the Board and management, conceptual photography for high profile ads, event photography for corporate anniversaries and events of 500+ people, mentor and train several people in photography, support video department including filming and lighting.

## Skills

- 🔧 Print, Identity, Packaging, Branding, Marketing, Advertising, Social Media, Web, iPad, Adobe Creative Suite, Photoshop, Illustrator, InDesign, Dreamweaver, Premier, Animate, After Effects, Audition, Bridge, Lightroom, Quark, iMovie, Garageband, Microsoft Office, Music production (10+ years)