

Alan Paredes



Creative Professional in San Francisco Bay Area Marketing Communications

Current **Art Director at Bio-Rad Laboratories**

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

Website alanparedes.com

*☛ Experience

Art Director

Bio-Rad Laboratories

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

Graphic Designer > Art Director. Design lead with customers or working as part of a marketing communications team. Animation, ads, art direction, brand, concept and strategy, identity, infographics, mentorship, tradeshow, user experience/ux, video pre/post production. Lead in photography where I established the photography style and protocols, holding photo shoots, and specializing in product photography and corporate portraiture.

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

Volunteer of professional networking non-profit organization for the filipino american community in the SF Bay Area as the 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.

Social Media Manager

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 under-represented 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. I work with the principals to establish the content and language, and currently I am creating ongoing content without supervision.

*☛ Summary

As a creative professional I do more than graphic design: I can sketch with a pencil, a stylus, or with a camera. I can make a cartoon with flash, after effects, premier, or a gif. I am known as the lighting master on set for a shoot using a light-meter if not just by squinting. I once designed a big cake for an event, made cowboy props for an onstage show, and help make a 300 page catalog. Yet I always apply principals of design in areas such as photography, tradeshow signage and sales tools, and user experience. And as a professional, I solve design challenges for my customer's needs and expectations with artistry, creativity, and efficiency.

*☛ 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)