

Alan F. Paredes



Creative Professional

San Francisco Bay Area Marketing and Advertising

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

Marketing Director at Young Filipino Professionals Association

Past Graphic Designer at Freelance / Graphic Design Services (Self-employed)

Education BFA Graphic Design Academy of Art University

Websites alanparedes.com, www.linkedin.com/in/alanparedes

Summary

Advertising, Art direction, Brand/Identity, Cinematography, Design, Identity, iPad, Marketing, Musician, Music studio production, Packaging, Photography, Print, Tradeshows, and Web

Specialties Print, Product & Portrait Photography, Event Photography; including Lighting and Setup.

Experience

Graphic Designer/Photographer

Bio-Rad Laboratories

Public Company; 5001-10,000 employees; Biotechnology industry

November 2005 – Present

As part of a small but multi-disciplinary in-house Marketing Communications team, I have created and produced advertising, customer service, human resource, marketing, and sales products and services for multiple departments throughout the corporation worldwide. Part of team that produces novel idea and content for product launch with Marketing and Sales. And throughout the process, I have maintained and helped develop the high standard of overall brand identity that defines the design.

Graphic Designer

Freelance / Graphic Design Services (Self-employed)

Self-Employed; Myself Only; Graphic Design industry

1999 – 2005 (6 years)

Clients Cycle Gear (Benicia, CA), Forty Forty (Berkeley, CA), West Coast Beauty Systems (Benicia, CA), Receptron, Inc (Mountain View, CA), Et al.

Designed advertising and marketing materials such as catalogs, email layouts, ads, logos, and other printed collateral under the direction of a design team or independently self-employed.

Board of Director

Young Filipino Professionals Association

Nonprofit Organization Management industry

August 2013 – Present, San Francisco Bay Area

Marketing Director: Reestablished the marketing strategy to create a stronger brand presence online using Constant Contact, Eventbrite, Social Media, Web, and personal networking connections. Formed volunteer marketing team.

Scholarship Director: Establish Scholarship program and lead Scholarship committee.

Vice President: Leadership, Planning, Organization, Assisted President in streamline organization.

Office/Facilities Manager

Receptron, Inc.

Private company; 1-20 employees; Bio-Technology industry

1994 – 2005 (11 years)

Laboratory assistant and facilities manager for bio-tech research startup. Managed inventory, maintenance, human resources, accounting and payroll, service and repair, office manager and company-wide events, as well as assigned laboratory research. **B.S. in Biology from University of California Davis (1994)**