

■ ERNEST RAZO

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PROFESSIONAL EXPERIENCE

Executive Designer ■ RAZODESIGN

Los Angeles, California – April 2008 to present

- Collaborate with clients to produce effective visual communications in print, photography, online, and video utilizing current UX/UI principles for general use, fundraising, branding, and marketing strategies on social media platforms
- Worked closely with professionals, parents, and all demographics in community
- Produced ads, newsletters, fliers and invitations, banners, and assisted with business writing
- Designed, edited, and hosted clients' easy-to-use websites
- Created logos, artwork, business material, and marketing collateral to obtain tangible results

Supervisor-Driver Trucking ■ Packaging Corporation of America (PCA)

Commerce, California – February 2021 to present

- Manage day-to-day operations to minimize disruptions in supply chain
- Create daily and weekly schedule of customer inquiries and orders to deliver product on time, working with management, vendors, and drivers to ensure product flow
- Independently improved workflows, made tasks easier and more efficient, enabling tasks to be completed sooner

Designer/Media Artist ■ EBSCO Information Services

Glendale, California – October 2003 to May 2019

- Produced ADA compliant medical/nursing training videos that incorporated illustrations, motion graphics, captions, and audio demonstrating nursing procedures at the point-of-care
- Media served as a communication tool to educate, broaden the knowledge-base, and validate current practices of healthcare professionals, medical/nursing students, and educational institutions for a global market
- Wrote scripts, created storyboards, and produced information graphics for medical community including video pre-production, directing, shooting, and post-production
- Prepared digital files for print communications, and coordinated production schedule with copy editors and vendors

Graphic Designer ■ Cinahl Information Systems

Glendale, California – August 1997 to September 2003

- Maintained corporate identity, branding, advertising and assisted in marketing campaigns for search products and services for conferences, trade shows for a global market
- Redesigned company website, improved site structure and navigation, made it user-friendly, and implemented clearer labels for product identification and assisted in development of more intuitive search tools
- Created easy-to-read instructional manuals for in-house departments and hospital staff, meeting OSHA requirements
- Created advertisements for national and international journals and produced marketing materials for conferences

Graphic Designer ■ Instructional Imaging Center, USC Keck School of Medicine

Los Angeles, California – September 1993 to July 1997

- Produced educational and communication materials for the medical faculty, staff, and students of USC Health Sciences Campus and oversaw multiple projects
- Trained new employees, delegated assignments to freelance contractors, interns, and communicated creative requirements to vendors.
- Created presentations, illustrations, posters, banners, and campus signage and other communication tools
- Worked with senior management, deans, doctors, scientists, and medical staff to produce presentations for national and international conferences

EDUCATION & CERTIFICATION

UX/UI Design Certificate ■ University of California, Irvine

Irvine, California – 2018

Managing Multiple Priorities, Projects, and Deadlines ■ Fred Pryor Seminars, CAREERTRACK

Burbank, California – 2017

Bachelor of Fine Arts, Graphic Design ■ California State University, Fullerton

Fullerton, California

**PROFICIENCIES
& TRAITS**

- UX/UI, Design, Print, Video, Photography, Audio** ■ Apple macOS, MS windows, Google Apps
- design – fliers, posters, manuals, banners
 - UX/UI – human-centered design, functionality
 - photography – events, youth sports, portraits
 - video – educational, medical, youth sports

Suites, Software

- Illustrator
- InDesign
- Photoshop
- Premiere Pro
- Rush
- Acrobat Pro
- QuarkXPress
- Lightroom

**COMMUNITY
LEADERSHIP****President** ■ California High School Boys Volleyball Booster Club, Inc.
Whittier, California – 2023 to present

- Evaluate current processes, organizational procedure, and create visual communications to increase funds Club
- Communicate goals with officers, coaching staff, parents, and school officials

Vice-President ■ Valor Volleyball Club, Inc.
Whittier, California – 2022 to present

- Manage marketing, and produce all print, digital, and online communications for Club
- Communicate Club goals with Executive Director, coaches, parents, and church officials to build better relationships within Club.
- Designed and maintain Club's first website which includes policies and forms via PDF
- Wrote, edited, designed, and maintain all documents
- Assess community outreach efforts to serve all boys of all demographics to increase the awareness and presence of boys volleyball in the community

Committee Chairman ■ Boy Scouts, Troop 1726
Montebello, California – 2019 to present

- Design, produce, and implement a variety of digital and print communications to foster membership, improve Troop communications to increase parent involvement
- Provide overall assistance to the Scoutmaster, Advancements Chair and other committee members for monthly and annual events
- Mentor and advise Troops to create fun activities, meet requirements, and engage Scouts to learn about Scouting

Critic/Guest Speaker ■ UCLA Extensions
Los Angeles, California – 2007 to 2011

- Drawing for Communications, *Design Communications Arts Certificate Program*
- Design Fundamentals, *Design Communications Arts Certificate Program*
 - Provided professional, constructive, and analytical perspective on design
 - Encouraged students to implement deeper user-research throughout the design and communication process
 - Engaged students to explore options, realize opportunities, and to exhibit confidence when presenting projects

President ■ Whittier Girls Softball League**Whittier, California** – 3 Terms: 2004-05, 2005-06, 2009-10

- Worked with a 20-member Executive Board, oversaw their respective duties, fundraising events, and league budget for the largest girls softball league of 32 teams in Southern California
- Acted professionally as liaison to the City of Whittier, East Whittier Middle School District, and to the City of Whittier's Youth Sports' Committee
- Served as the league representative to the Southern California Amateur Softball Association (ASA)
- Communicated with parents, coaches, and school officials to build better relationships within League and community

Publicity & Marketing Director ■ Whittier Girls Softball League**Whittier, California** – December 2003 to June 2010

- Designed league website, produced internal communications, and produced all marketing material for the league
 - Designed, maintained League's first website which included schedule of games, ads, and downloadable rules, policies, and forms via PDF and produced League documents
 - Produced ads, fliers, banners and League identity
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