

SUMMARY Senior Marketing and Communications leader with 25+ years of experience spanning visual communication, branding, digital storytelling, and integrated campaign strategy across healthcare, education, and nonprofit organizations. Holds an M.S. in Digital Marketing, B.F.A. in Graphic Design, and formal UX/UI training through UC Irvine Division of Continuing Education, strengthening applied understanding of user-centered design, customer experience (CX), and human-centered design (HCD) principles. Specialized in developing data-driven, multi-channel communication strategies that improve customer engagement, strengthen institutional messaging, and translate complex information into clear, audience-ready content.

Proven leader across healthcare, education, and public-facing institutions, integrating visual communication strategy with policy-aligned practices to translate complex, technical information into clear, accessible, audience-driven messaging across digital, print, and video platforms. Experienced in developing multi-channel marketing strategies that improve engagement, strengthen institutional messaging, and support compliance-driven environments including healthcare and education sectors.

CORE SKILLS Marketing Strategy | Digital Communications Strategy | Customer Experience (CX) Strategy | Customer Journey Mapping | UX/UI Design Thinking | Brand Management | Multi-Channel Campaigns | Campaign Management | Visual Communication | Storytelling | Content Creation | Content Management | Project & Budget Management | Operational Leadership | Workflow Optimization | Video Editing | ROI Optimization | Cross-Functional Collaboration | Team Project Management | Vendor Management

KEY INDUSTRY EXPERIENCE **Healthcare Communications Exposure**

- Collaborated with professionals at Adventist Health Glendale and USC School of Medicine to support clear, compliant, and audience-appropriate communication strategies.
- Assisted in developing messaging frameworks aligned with healthcare compliance, confidentiality standards, and public-facing education initiatives.

Education & Community Engagement

- Supported marketing and branding initiatives for educational programs and youth organizations, improving outreach, enrollment visibility, and community engagement.

PROFESSIONAL EXPERIENCE

Managing Director ■ RAZODESIGN ■ Los Angeles, California – 2008 to present

- Founded and led a creative consultancy firm specializing in visual communication, delivering brand strategy, digital marketing, and integrated campaigns for legal-adjacent professionals, nonprofits, political campaigns, local community businesses, and community organizations.
- Translated complex ideas into compelling, audience-focused visual narratives and data-informed campaigns across digital, print, and video channels to drive engagement, awareness, and donor/constituent response.
- Directed end-to-end creative production including video, photography, and event content for youth sports, law organizations, community initiatives, and political events to support outreach, fundraising, and brand visibility.
- Managed websites, digital assets, and content ecosystems using UX/UI principles, SEO, and conversion-focused design to enhance usability and audience engagement.
- Oversaw project budgets, timelines, vendors, and cross-functional teams to ensure on-time, on-brand delivery aligned with client objectives.

Supervisor ■ Packaging Corporation of America (PCA) ■ Commerce, California – 2019 to 2025

- Supervised a team of six drivers, managing route planning, workload prioritization, and real-time problem resolution to support daily operations for over \$52 million in annual product sales across Southern California and Nevada.
- Directed logistics and distribution operations, serving as the primary liaison to customers, and internal teams while implementing workflow optimizations, operational standards, and performance metrics to improve efficiency, and reliability.

Senior Graphic Designer ■ Cinahl Information Systems ■ Glendale, California – 1997 to 2019

- Led internal and external communications strategy for a corporate digital communications platform, driving cross-functional stakeholder alignment across IT, Sales, and Marketing to develop strategic messaging, information architecture, and content governance workflows while working at a healthcare environment.
- Defined and enforced corporate brand standards across digital channels, print collateral, product packaging, and trade show exhibits, transforming complex clinical information into consistent, user-centered messages that supported national campaigns and high-visibility brand and product initiatives.
- Produced a comprehensive library of point-of-care training videos and instructional modules that demonstrated key medical procedures, integrating input from clinical educators and device specialists to enhance practitioner competence and reinforce the organization's standing as a trusted educational partner.
- Collaborated with clinical leadership and medical stakeholders to produce scalable, evidence-based instructional media on proper use of medical instruments, strengthening clinical skills and positioning CINAHL as a key education resource — strengthening clinical skills and positioning CINAHL at Adventist Health Glendale (formerly, Glendale Adventist Medical Center) as a core education resource for affiliated hospitals.
- Designed ADA-compliant educational materials used globally, ensuring accessibility for diverse clinical audiences while supporting institutional training objectives, regulatory requirements, and patient-safety initiatives ensuring consistency across internal and external communication channels.

PROFESSIONAL EXPERIENCE**Graphic Designer ■ Instructional Imaging Center, USC School of Medicine ■ Los Angeles, California – 1993 to 1997**

- Produced educational and marketing materials — including presentations, newsletters, and campus signage — for USC HSC Health Sciences Campus, USC Norris Comprehensive Cancer Center, and Childrens Hospital Los Angeles.
- Produced institutional branding and educational marketing materials — including presentations, publications, and campus-wide signage — that enhanced visibility, credibility, and stakeholder engagement.
- Collaborated with senior leadership, deans, physicians, and medical staff to develop materials for national and international conferences, ensuring messaging aligned with institutional priorities.
- Managed multiple creative projects from concept through execution, directing freelancers, vendors, and internal teams, implementing processes to optimize workflows, ensure quality, and consistently meet deadlines and budgets.

EDUCATION**Master of Science (M.S.), Digital Marketing ■ Full Sail University****UX/UI Bootcamp Badge/Certificate of Completion ■ University of California, Irvine****Bachelor of Fine Arts (B.F.A.), Graphic Design ■ California State University, Fullerton****DESIGN & CREATIVE TOOLS****Design & Creative Platforms**

Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, InDesign, Acrobat) | Microsoft 365 (Word, Excel, PowerPoint, Outlook, Teams) | Google Workspace (Docs, Sheets, Slides, Drive, Gmail) | macOS | Windows OS

Digital Experience & Content Management

Digital Publishing Tools (print-to-digital workflows, layout systems, PDF production, interactive media publishing, web publishing platforms, digital asset management systems)

UX/UI Experience Design Strategy

Customer Experience | Human-Centered Design | Empathy-Driven Design | Accessibility & WCAG Principles | Information Architecture | Customer/User Journey Mapping | Behavioral Design Thinking | Experience Optimization

Marketing, Visual & Media Systems

Brand Management & Guidelines | Visual Hierarchy Development | Typography Systems | Cross-Channel Visual Communication | Campaign Design Systems | Content Strategy Support | Video Editing (Adobe Premiere Pro workflows, audio and motion graphics fundamentals) | AI-Assisted Content & Design (Generative AI content creation and AI image and layout assistance tools)

LEADERSHIP EXPERIENCE**Committee Chair ■ Boy Scouts of America, Troop 330 (formerly 1726) ■ Montebello, California – 2019 to present**

- Lead communications and outreach efforts including website management, digital messaging, and parent engagement strategies to support troop growth and participation.
- Coordinate with stakeholders, church leadership, and parent groups to strengthen program alignment and event execution.

President ■ California High School Boys Volleyball Booster Club, Inc. ■ Whittier, California – 2023 to 2024

- Directed the booster club as an executive leader, overseeing meetings, budgeting, fundraising, event operations, and financial governance to ensure a sustainable and compliant program.
- Unified coaches, parents, and booster leaders under a shared vision by strengthening communication, increasing engagement, and aligning stakeholders around program priorities.

Vice-President ■ Valor Volleyball Club, Inc. ■ Whittier, California – 2022 to 2024

- Directed organizational operations including budgeting, fundraising, communications, and athletic event management.
- Strengthened stakeholder alignment between coaches, parents, and leadership through structured communication and engagement systems, and supported athletes of all demographics.

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*

President ■ Whittier Girls Softball League ■ Whittier, California – 2004 to 2009

- Led a 20-member Executive Board serving over 400 players in the largest girls' softball leagues in Southern California.
- Managed a \$125K annual operating budget, overseeing fundraising, marketing, equipment, and all league operations.
- Rebranded and executed integrated marketing campaigns that increased player membership by 40%+ within three years.

Chairman ■ Whittier Youth Sports Committee ■ Whittier, California – 2005 to 2007

- Represented the Whittier Girls Softball League and was liaison to the City of Whittier, addressing challenges, implementing solutions, and ensuring alignment with league and community goals.
- Developed marketing and growth strategies to increase player rosters, optimize game schedules, and enhance organizational visibility with the community.
- Created, edited, and implemented standardized policies and communications while proactively identifying operational and policy issues affecting league participation and parent engagement.