

Dylan Falls

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Summary of Qualifications

- Fluent in the Adobe Creative Suite including Photoshop, Illustrator and After Effects.
- Experienced in coding languages including HTML5, CSS, and Javascript.
- Proficient in the use of DSLR cameras and studio lighting equipment.
- Excellent photo manipulation and retouching skills.
- Mastery of Microsoft Office 365, Google Workspace and Drive, Monday and Trello.
- Strong skills in organization, workflow, idea creation, and implementation.

Professional Experience

Good Smile Company

Senior Graphic Designer, Apr 2019 - Present

Established a new brand identity for Good Smile Company through large scale print works for international trade shows, stunning designs for e-commerce website including UI/UX, graphics across all social media channels, web advertisements and other marketing collateral using licensed material. Guided creative workflows by delegating tasks to the design team and maintained cohesion across in-house and licensor properties.

For Fans By Fans

Graphic Designer, Apr 2019 - Dec 2022

Drove sales via web and social media graphics advertising a myriad of pop culture licensed products as well as designed desktop and mobile web page layouts for e-commerce.

Starkart

Graphic Designer, Nov 2017 - Apr 2019

Worked on a team of graphic designers at an advertising agency to create marketing collateral. Communicating one on one with clients to create pieces consistent with customer's branding in an effort to create organic engagement.

InviteManager - TicketManager

Graphic Designer, Jun 2017 - Nov 2017

Collaborated with the marketing team in the event management space. Projects included creating layouts and designs for web, developing banners for sales conferences, and creating videos all in service of driving software and service sales.

CSUCI - Student Orgs and Leadership

Graphic Designer, Jul 2015 - May 2017

Created marketing pieces for school events run by Student Leadership Programs and Student Organizations and Involvement at CSUCI. Worked with leads to create collateral for events.

Education

Bachelor of Arts in Studio Art, Minor in Game Design, Certificate in Digital Media Art
California State University Channel Islands Graduated May 2017