



Robert Felizardo

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robertfelizardo.com

Education

SAN DIEGO STATE UNIVERSITY

Bachelor of Arts - Graphic Design, 2009-2014

Experience

RESCUE AGENCY

Associate Art Director - Digital, 2019 - Present

Create and oversee all user interface and user experience design. Lead and craft Instant Experiences for Facebook. Provide guidance and direction on online digital banner advertisements following DoubleClick requirements. Manage final creative and brand assets for 50+ brands.

Digital Designer, 2015 - 2019

Created web designs and user interfaces along with social media assets for various behavior change brands ranging from state/locally funded to funded by the FDA and Center for Tobacco Prevention. Designed style guides, organized files, retouched photos. Created and animated online digital banner advertisements following DoubleClick requirements. Wireframed, designed and animated Instant Experiences for Facebook.

JACK IN THE BOX

Production Designer, 2015

Designed both print and digital work for the Jack in the Box brand. Projects ranged from billboard advertisements, incremental coupons to promotional art sent via text message.

SAVACOOOL SECVIAR

Intern, 2014

Designed logos and various collateral for technical companies following each company's brand guidelines. Assisted in the design and concepting of trade booths and the rebranding of international companies.

Accolades

SAN DIEGO STATE UNIVERSITY

Dean's List, 2012 - 2014

Four consecutive semesters (Fall 2012, Spring 2013, Fall 2013 & Spring 2014) on the College of Professional Studies and Fine Arts Dean's List. The Dean's List consists of students who have achieved at least a 3.0 GPA in a semester in which at least 12 units were attempted.

Knowledge

ADOBE CREATIVE SUITE

Adobe Photoshop, Adobe Illustrator,
Adobe InDesign, Adobe XD, Adobe After Effects

TUMULT HYPE

PROTOPIE

Let's
create.