



Cynthia Morales

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Objective

To continually be challenged in an environment that allows me to use my skill set and experience as a designer to advance my career level.

Software

- Adobe Illustrator, Photoshop, InDesign
- Mac & PC Proficient
- Microsoft Office
- Artios CAD

Skills

Concept Design, Project Management, POP Display & Packaging Graphics, Logo Design, Brand Identity, Die Lines, 3D Rendering, Mock Ups, Pre Press Production, Color Separations/Conversions, Art Layout, Photo Editing

Education

B.A. Design 2003-2010
California State University Long Beach
Long Beach, CA

Work History

Graphic Designer

Feb 2015-Present Ernest Packaging Solutions Commerce, CA
Design Manager: Jerry Hernandez

- Worked directly with clients to develop packaging artwork for businesses in various industries from concept to production.
- Assisted corrugated structural designers by creating dielines using Artios CAD software.
- Generated leads for sales reps with dynamic, visually driven physical mock ups for them to present to new and established clients.
- Helped increase the company's GP multiple times by well over 10K.

Visual Merchandising Specialist

Jan 2014-Feb 2015 NYX Cosmetics Commerce, CA
Senior Designer: Gen Asaki (831)295-2954

- Developed design ideas based on market research, concept sketches and size constraints.
- Followed projects through the prototype stage and worked closely with vendors to create fully working retail displays.
- Managed multiple projects with tight deadlines and collaborated with sales and creative department.

Graphic Designer

June 2011-Jan 2014 Landsberg Orora Montebello, CA
Design Division Manager: Michael Nguyen (323)832-2000

- Provided customers & sales reps with creative retail packaging & display solutions
- Created artwork & branding for businesses in various industries
- Increased GP by generating profitable retail packaging/display orders through conceptual design & 3D renderings