



CHERYLL DEL ROSARIO

www.delro.net

OBJECTIVE

Utilize my creative skills and passion for design to create quality products.

EXPERIENCE

WEB DESIGNER / PRODUCER - DESIGN & CONTENT, GamesRadar.com/Future US, Inc. – So. San Francisco, CA

March 2008 – January 2012

- Responsible for majority of art assets related to stories and features posted daily
- Prioritized and consistently met deadlines in a fast-paced environment
- Conceptualized and created both print/online ads and marketing assets
- Created, maintained and upheld style guides for look and feel of site
- Extended GamesRadar brand to custom logos for special features and columns
- Designed promotional material for E3 and Comic-Con
- Product/event photography (Comic-Con, PAX Prime, launch events)
- Wrote previews, reviews, features, news
- Conceptualized and helped produce video content
- Organized fan events and utilized social media to promote content

GRAPHIC DESIGNER, Deeken & Hunt-Weber, Inc. – San Francisco, CA

July 2007 – March 2008

- Produced marketing, promotional and industry material, both print and online

GRAPHIC DESIGNER, West Coast Beauty Systems – Benicia, CA

September 2005 – June 2007

- Lead designer for company's largest trade show, the 2007 Spring Style Show
- Lead designer for Art of Hair trade show, 2006 & 2007
- Designed marketing, point of purchase, packaging and promotional material
- Project managed and worked with other designers to create the look and feel of all design pieces

DESIGNER / MARKETING ASSOCIATE, San Pacific International – South San Francisco, CA

September 2004 – September 2005

- Designed, produced and project managed 2005 Summer Supplement catalogue
- Re-designed and maintained company website
- Art directed photoshoots for corporate imagery, photographed products
- Designed e-mail newsletters and web/print advertising

GRAPHIC DESIGNER, Clear Channel Radio – San Francisco, CA

September 2003 – February 2005

- Created print/web promotional material for some of the Bay Area's largest radio stations

EDUCATION

ACADEMY OF ART COLLEGE, San Francisco, California

BFA Graphic Design, *May 2003*

UNIVERSITY OF CALIFORNIA SANTA BARBARA, Santa Barbara, California

September 1997 – June 1999

SKILLS

- Proficient in Photoshop, Illustrator, InDesign
- Experience with pre-press and creating press-ready files
- Experience with content management systems
- Advanced knowledge of HTML, CSS
- Photography (event & portraiture)