



TIM CABALLERO | GRAPHIC DESIGNER

 Los Angeles, CA

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 timcab.com

I'm a graphic designer with a background in sales, marketing, and print production. I have experience with visual identities and art directing posters to actively overseeing the production of books, enamel pins, and stickers. I love collaborating with others and I enjoy discovering the different ways a problem can be solved.

EDUCATION

ART INSTITUTE OF CALIFORNIA - ORANGE COUNTY 2005 - 2008

Bachelor of Science - Graphic Design

PROFESSIONAL EXPERIENCE

HERO COMPLEX GALLERY 2015 - PRESENT

Creative Development Coordinator

- Developed brand identity
- Art directed and collaborated with artists on posters and promotional products
- Worked with movie and television studios on promotional artwork releases and campaigns
- Managed project development, production, quality control, and online & in-person sales
- Assisted in curating gallery exhibitions and online print suites
- Proofed and prepared artwork files for screen printing, fine art giclee printing and offset printing
- Developed company-wide artwork file management system
- Researched and developed new poster printing techniques using specialty papers and materials
- Produced fine art giclee prints using wide-format injet printers

ALPHA SOUND & LIGHTING, CO. 2011 - 2015

Graphic Designer

- Designed and organized printing for direct mailers, product catalogs, magazine advertisements and promotional products
- Managed assets for website, print, and informational videos
- Worked with sales department to design marketing emails
- Worked with production and manufacturing to prepare artwork for rack panel engraving
- Assisted in production and editing of product videos and product representative interviews

THE UPPER DECK COMPANY 2008 - 2015

Graphic Designer / Store Assistant Manager

- Designed print and digital flyers for store promotions and athlete signings
- Designed graphics for Upper Deck Authenticated product emails
- Designed price tags and informational signage for use store-wide
- Assist with visual merchandising of sports memorabilia and trading card products

SKILLS

- Art Direction
- Branding
- Illustration
- Book Design
- Screen Printing
- Fine Art Printing
- Project Management
- Problem Solving
- Customer Service
- Marketing

SOFTWARE

- Photoshop
- Illustrator
- InDesign
- Figma
- Monday.com
- Tailwind
- Google Workspace
- Microsoft Office
- Shopify
- ShipStation