CREATIVE GRAPHIC DESIGNER

Remote Availability in US & UK

Cam is a visual specialist with years experience developing consumer-centric brands with personality and flare. Cam has worked as a graphic designer for 6+ years, a visual illustrator for 7 years creating several e-commerce stores, and a tattoo artist for 3 years. He has earned his degree in Architectural Design and multiple certificates in Sustainable Design. He has also worked remotely for the best of the past 3 years, traveling to over 25 countries.

Areas of Specialty include:

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| * Strategic Brand Designer | * Ecommerce Creation: Concept to Store |
| * Collaborative-Based Approach | * Building Design Systems |
| * Visual Asset Library Management | * Clean Illustration & Typography |
| * Strong Client Communications | * UX Design in Visual Storytelling |

KEY ACCOMPLISHMENTS

* Joined as a strategic designer with nurish Brands. Executed on seven (7) new brands from scratch/seed concept to become a launch-able, multi channel collection of companies. Also evolved two (2) acquired restaurants within the nurish Brand Portfolio.
* Created and scaled an ecommerce store inspired by racing sports. The brand generated $1,000/sales in the first 3 weeks from launch.
* Traveled to Thailand and demonstrated exceptional leadership, collaborative support and alignment with Thai culture by creating a tattoo studio brand for Thai tattoo artists.
* Co-founded a Los Angeles design agency specialized in website design & development, brand identity, digital advertising and music videos.
* Daily content creator using Adobe Creative Suite programs: Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe InDesign and Adobe Dimension.

PROFESSIONAL EXPERIENCE

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| nurish Brands, Los Angeles, CA 2020 to Present  Strategic Graphic Designer  Designed visual systems, pitch deck investment presentations and conceptual packaging for a portfolio of restaurant brands.   * Curated a unique portfolio with team collaboration of nine (9) brands to be adaptable for the fast-growing trends of digital apps and restaurant dining models. * Structured and refined growth strategy investment decks. Includes companies mission, values, technology, process, executive team, brand portfolio and investment opportunities. * Direct accountability for all brand trademark assets. * Organized detailed brand identities and connected assets with style guides for use in digital and print media. |

Hot Marbles, England, UK 2020 to Present

Product Creator

Started own entrepreneurial clothing business based on Stock Car Racing and Formula 1 sports.

* Led optimization initiative with print-to-order outsourcing and retargeting ads
* Scaled the business inventory to over 100 unique products
* Improved overall effectiveness of website UX with an understanding of design hierarchy and imagination for a simple checkout process.
* Created photo and video media for content deployment on relevant social media channels.

Staywell Creative Agency 2016 - 2019 Partner, Creative Director

Co-founded design agency with proven dedication to helping local businesses get found, noticed and engaged within the Santa Clarita Valley and Greater Los Angeles Area.

* Managed team projects within agency and clients.
* Responsible for client consultations, art direction, content creation, branding and development into the real world.
* Worked alongside professionals in the Real Estate, Architecture, Dental, TV Talent and Coaching industries.

Chaos Skateboard Company, Santa Clarita, CA 2013 to 2015

Graphic Illustrator and Designer

Chaos Skateboard Co. is a skateboard brand that brings together the best trends and styles in skateboarding with a combination of East Coast and a West Coast flair.

* Created high quality skate deck graphics and accessories along with unique fashion wear.
* Illustrated 20+ deck designs and created media for PR events.
* Typography and layout design for skateboarding magazine articles.
* Consulted with pro members about custom skate deck designs.

EDUCATION

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| Associates of Art – Architecture Design & Development  Certificates - Sustainable Design & LEED Programming  College of the Canyons, Santa Clarita, CA  *Other Experience*  Traveled through Asia, Europe, United States 2018 - 2020 |

TESTIMONIALS

“*Cam has become an invaluable strategic partner for our businesses. From initially redoing our poor logos and assets to fully conceptualizing multiple brand images we are incredibly proud of. He is beyond the creative genius for us, he also understands that a brand goes beyond art. He listens and contributes thoughtfully to our decision making at all stages.”*

- Troy Hooper, Founder & CEO nurish Brands

“*We hired Cameron to create our logo and website for Coastal Comforts Catering and we couldn’t be happier with the results. Cameron’s approach to design implementation is unique, creative, and professional; while his ability to incorporate our brand ethos into each piece of design made our company come to life. We highly recommend Cameron to anyone looking for professional brand development as well as graphic design work*.”

- Bryton Plush, Co-Founder Coastal Comforts Catering

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