

# Leonard Brizuela

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► [My Design Portfolio Site](#)

I bring over a decade of Graphic Design, Originality, Branding, Illustration & Marketing collaboration. Recognized by my peers for reliability, flexibility, diligence, independence, efficiency, with minimal feedback and quick turnarounds.

## EXPERIENCE

### MAD, Remote — *Junior Graphic Designer*

FEBRUARY 2025 - PRESENT

Graphic designing with the MAD design team for one of their biggest clients Verizon. Updating Verizon and its subsidiaries', according to their specific style guides, field marketing printed materials, digital content, signage, POP display palettes, renders, phone packaging, inserts, and airtime/chit cards.

- Required design software: Asana, Figma, Adobe InDesign, Illustrator, Photoshop, Acrobat, MS Word, Powerpoint.
- Accomplishments: Commended for taking initiative, quick turnarounds & approvals. Projects completed sooner than scheduled.

### Luxor Workspaces, Remote — *Production Graphic Designer*

SEPTEMBER 2024 - JANUARY 2025

Creating and updating marketing materials for Luxor's state-of-the-art products that enhance workspaces and public events, to their most current design style guides. I am recognized as reliable, independent, detailed and meeting expected deadlines for every project assigned.

- Required design software: Asana, Adobe InDesign, Illustrator, Acrobat and MS Word.
- Accomplishments: Commended for quick turnarounds & approvals. Projects completed sooner than scheduled.

### The Standard, Remote — *Production Graphic Designer*

AUGUST 2024 - JANUARY 2025

Creating and updating critical *The Standard's* medical insurance marketing materials, including digital presentations, and videos, that inform/incentivize shareholders, potential consumers and small businesses of The Standard's insurance services and products, to meet the requirement of their latest design style guide. I am recognized as reliable, outperforming, independent, detailed and meeting expected deadlines for every project assigned.

- Required design software: Adobe Workfront, AEM Assets, InDesign, Illustrator, Premiere Pro, Acrobat; MS Powerpoint and Word.
- Accomplishments: Commended for quick turnarounds & approvals. Projects completed sooner than scheduled.

### Pharmavite, West Hills, Ca — *Graphic Designer*

NOVEMBER 2023 - JUNE 2024

Design Pharmavite's world renowned multivitamin brand, "Nature Made" branded print/digital marketing content, for social media, ecommerce, in-store displays (POP) for [naturemade.com](#), including B2C distributor websites. Recognized as reliable, outperformance, independent, with quick efficient results for each project. Accomplishments: Commended as reliable, independent, with quick efficient results for

## SKILLS

- Adobe Photoshop
- Adobe XD
- Figma
- Adobe Illustrator
- Adobe InDesign
- Adobe Animate
- Adobe Premiere Pro
- Adobe CC
- Canva
- PowerPoint
- Keynote
- Blender
- Typography
- Marketing
- Wording
- Print Design
- Package Design
- Digital Design
- UI/UX Design
- Print Production
- ETail
- ECommerce

## LANGUAGES

- English- Native
- Spanish - Native

each project. Also speeding up approval processes by intuitively addressing/preventing possible design issues from concept, to production before being asked.

- Design half page/full page Nature Made/Kirkland Signature print advertisements for Costco Connection, Military, Giant Eagle and other various magazines across the country.
- Conceptualize, to full production of trays, displays and end caps (in-store shelf display at end of aisle) for Walmart, Target, Costco and Kroger featuring the latest Nature Made gummy products for men's and women's wellness, to back-to-school promos.
- Design digital assets for Naturemade.com for social media such as LinkedIn and Instagram, including B2C clients' websites that carry Nature Made products. This includes following exclusive style guides/templates for web banners, ads for social and shopping apps, e-tail/PDP for Shopkick, Walmart.com, Costco.com and Amazon.com.
- Photo manipulation of various life and product images for online articles and blogs at [NatureMade.com](http://NatureMade.com) and other B2C clientele.

## **Interamerican Motor Company, Canoga Park, Ca — *Graphic Designer/Marketing Associate***

AUGUST 2007 - APRIL 2019

Design B2B print/digital marketing assets, using Adobe Creative Suite, for campaigns and sponsored social events organized collaborating with Marketing Director, including developing wordings targeted to B2B clientele, promotional digital content, embroidery, printing materials and packaging. As their in-house designer, I managed to save additional costs for the company with condensing product photography studio time, comparing/researching print/production vendor quotes, and project management.

- Designed sell sheets for product spotlights, specials and news to inform customer base.
- Daily experience working in a fast-paced environment. Accustomed to completing projects ahead of time, as numerous requests are last minute, and able to complete within a day or two.
- Create web banners and landing pages for IMC website to spotlight products and/or brands. Shot and edit images of products (if vendor has none), for product promotions (for fliers and web banners).
- Production/Brand managed IMC's private brand line, "*Original Performance*," from initiation, to full production. This includes ideation/creation of the logo, and all design of packaging and labels.

## **EDUCATION**

### **Woodbury University, Burbank, Ca — *Bachelor of Science***

AUGUST 2001 - JUNE 2005

Major in Graphic Design and Animation.

## **ACCOMPLISHMENTS**

- 1) **Pharmavite:** With my creative Photoshop skills, Pharmavite did not have to spend additional costs on reshoots of their "Nature Made" lifestyle images. I was commended by their marketing and design team for executing such a great job manipulating the lifestyle images, that they did not have to schedule another photo session. [Link to project](#)
- 2) **Interamerican Motor Company:** Entirely responsible, from ground up, for designing the brand and packaging for their private automotive replacement parts, "Original Performance." From concept to production (including approvals)- the creation of the logo and package design for all box sizes, including label design. [Link to project](#)