



ELSA CASTAÑEDA
Design // Illustration

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SKILLS

Bilingual - Spanish
Logo/Branding
Illustration
Iconography

Illustrator
InDesign
Photoshop

Email Services:
MailChimp
Constant Contact
Square

EDUCATION

2006-2010 | California State University, Fullerton
BFA in Graphic Design

2003 - 2005 | Modesto Junior College
Associate Degree in Art

WORK EXPERIENCE

Michael Stars Hawthorne, CA
PRODUCTION ARTIST
September 2019 - Present

- Assemble and organize images for social and e-commerce use
- Handle image requests for several wholesale accounts
- Duties also include: photo editing, retouching and formatting

Torrance Bakery Torrance, CA
GRAPHIC DESIGNER
August 2018 - October 2019

- Create unique designs to place on custom cakes and cookies
- Print various images onto sugar sheets for in-house or customer use
- Assist with new packaging designs for assorted seasonal products

Graphics and Designs Plus Torrance, CA
LEAD DESIGNER | PRODUCTION ARTIST
June 2009 - June 2017

- Created/maintained overall brand identity for clients, including: logos, business cards, marketing pieces and signage
- Helped in printwork production (ex. printing, cutting, assembling)

FREELANCE

BELLA+CANVAS Montebello, CA | May-August 2019
Wholesale clothing distributors specializing in direct to garment shirts. Updated several sell sheets and promo packets for the marketing team, as well as developed their "What's New" Catalog for Fall 2019 release.

TechStyle El Segundo, CA | May 2018
Participated as a Production Artist for their Savage x Fenty campaign. Formatted images used for social media platforms and prepared multiple images for large scale formats (ex. static and digital billboards).

S.E.L.F Fitness - South Bay Redondo Beach, CA | 2015 - 2018
Fitness studio focusing on HIIT group classes and personal training. Developed their brand identity, including marketing pieces and merchandise.