

Kathlene (Kiki) Cadiz

Graphic Designer/Illustrator

Organized-creative with good energy and an extremely good work ethic. I have more than 18 years experience in graphic design and love to create, but am also able to apply my creativity, organizational skills, energy, and work ethic to any type of work environment.

Contact

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www.GoodVibeDeZign.com

San Diego, CA

Education

Bachelor Degree
Advertising Arts

The Art Institute of
San Diego, CA

Technical Skills

Adobe

Illustrator

Photoshop

InDesign

Acrobat

Microsoft Office

Word

PowerPoint

Excel

Other Skills

Photography

Organization

Pen and Ink

Markers

Pencil

Painting

Work Experience

Floral Assistant/Designer

Albertsons | San Diego | 2020 - Present

- Maintain floral department, decor, plants, arrangements, customer service, create customer and FTD floral arrangements, unload and display flowers, plants and home decor.

Office Administrator/Receptionist/Graphic Designer

Tiger-Ts | San Diego | 2017 - 5/2019

- Manage office/print jobs, deal with customers, retail sales, design images for t-shirts
- Created website, maintain website (Wix)
- Created images/posts for social media from photo-shoots to Photoshop manipulation
- Social media strategy, maintenance, and postings (Facebook, Instagram, Twitter)

Graphic Designer/Illustrator/Creator

Freelance | San Diego | 2015 - Present

Logo designs, book cover illustration/designs, post card, door hanger, PowerPoint pres. social media/website banners

Graphic Designer/Illustrator

Plant Positivity. Grow Inspiration. | San Diego | 2014 - 2016

Inspirational product line consisting of journals, cards, bookmarks, magnets, canvasses, tumblers,

- Created look and feel for company (logo, business card, banners)
- Designed products from concept to production
- Created sales presentation binders, sales collateral for sales rep
- Created images/posts for social media from photo-shoots to Photoshop manipulation
- Social media daily strategy, maintenance, and postings (Facebook, Instagram, Twitter)

Hibu: 1998 - 2014 [Previously Yellowbook, and TransWestern Publishing through mergers]

Lead Design Artist

Hibu | San Diego | 2008 - 2014

Worked with multiple departments, sales, marketing, internet, executive departments creating:

- Sales collateral, flyers, direct mail, in-house logos, promos, posters, presentation binders
- PowerPoint presentations
- Monthly newsletters (Marketing and Internet Departments)
- Worked with Sales Training Department to design laptop version of a presentation binder
- Creating templates for Direct Mail product - holiday cards
- Sales collateral for different company products to comply with new company guidelines
- Worked on confidential company logo projects
- Created design and layout for company intra-net
- Maintained images and content on company intra-net

Associate Manager Layout and Design

YellowBook | San Diego | 2006 - 2008

Managed a team of four in Yellowbook's Marketing Department in San Diego office, and worked with multiple departments, sales, marketing, internet, executive departments creating:

- Sales collateral, flyers, direct mail, in-house logos and promos, posters, presentation binders
- PowerPoint presentations
- Created monthly newsletter for Internet department
- Creating new look and feel for all templates used in sales collateral

Sr. Marketing Communications Specialist

TransWestern Publishing | San Diego | 2003 - 2006

Marketing Communications Specialist

TransWestern Publishing | San Diego | 1998 - 2003

Worked with multiple departments, sales, marketing, internet, human resources, executive departments creating:

- Sales collateral, flyers, direct mail, in-house logos and promos, posters, presentation binders (press checks for all printed collateral)
- Created presentations for executive staff
- Worked with all departments creating posters/flyers for various events
- Created company quarterly newsletter (printed)
- Responsible for visuals on acquisitions (privileged and confidential projects)
- Created booth decor and banners for company trade shows
- Created illustrations/logos/invitations/icons for various company events
- Helped coordinate company events, holiday parties, winner's trips, company picnics, management meetings