



# RIGO PENA

Graphic Designer + Illustrator

## CONTACT

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## EDUCATION

**BA in Graphic Design**  
California State University,  
Chico  
Chico, CA | 2010–2015

## MEMBERSHIPS

**American Institute For  
Graphic Arts (AIGA)**  
2013 - Present

## SKILLS

**Basic**  
Strong Communication Skills  
Strong Creativity  
Photography  
Problem Solving  
Leadership+ Management  
Sales + Marketing  
Strategy + Planning  
Organization + Presentation  
Customer Service  
Time Management  
Volunteer

### Computer

Adobe Photoshop (Proficient)  
Adobe Illustrator (Proficient)  
Adobe Indesign (Proficient)  
Adobe After Effects (Minimum)  
Adobe Animate (Minimum)  
Adobe Premiere (Minimum)  
MS PowerPoint  
MS Excel  
MS Word

### Design

Handlettering + Typography  
Illustration  
Package Design  
Print Design  
Color Theory  
Photo Editing  
Branding  
HTML

## EXPERIENCE

### **Rigo Pena Design** **Freelance Graphic Designer**

*August 2017 - Present*

- Collaborated with a variety of businesses throughout the Bay Area as an independent designer.
- Serviced clients by assisting with developing and implementing designs that solve problems and to add value to the client's life.
- Utilized Adobe Creative Suite to deliver high-quality designs and illustrations for specific client desires and needs.

### **Bay Area Premier Marketing** **Account Executive + ATT Wireless Specialist**

*San Ramon, CA | Nov 2019 - Aug 2020*

- Responsible for managing in-store marketing campaigns for fortune 500 clients, providing customer service, brand management, and face-to-face customer acquisitions.
- Analyze and plan how a brand/product is positioned within large retailers such as Costco, Sams Club, and Target. Developed and maintained essential relationships with qualified people by providing high-quality service.

### **High Definition Solar** **Marketing Manager**

*Concord, CA | Nov 2018- Nov 2019*

- Responsible for managing and motivating a team of outside marketers throughout Contra Costa County and the surrounding areas
- Strategically prepare maps for my team as well as driving them into the field while simultaneously producing my sales and leads.

### **Summit Properties Real Estate** **Property Manager + Graphic Designer**

*Novato, CA | January 2016- October 2016*

- Managed over 300+ properties throughout the Bay Area using Yardi Systems software. As well as give oversight to the consolidation of both Accounts Receivable and Accounts Payable on a bi-weekly basis.
- Strategically acquire 20+ new properties by observing both HUBZU online auctions and East Bay MLS listings. Wrote 25 purchase offers a week, contacted several real estate brokers, and gained basic Escrow knowledge.
- Provided Graphic Design service by improving the overall corporate branding in conjunction with the development of the main website.

### **Community Action Volunteers in Education** **Lead Graphic Designer**

*Chico, CA | August 2014–May 2015*

- Held the Lead Graphic Designer position while working alongside a talented Outreach Team consisting of an Art Director, other designers, and marketers.
- Designed various brochures, apparel, banners, marketing materials and other design collateral for the organization. I became highly experienced, and motivated when managing multiple projects varying in complexities.
- Motivated students to pursue meaningful volunteer opportunities and assisted in breaking the record for most student volunteers since 1950.

### **Associated Students Chico State Wildcat Store** **Web Developer + Graphic Designer**

*Chico, CA | January 2012–June 2014*

- Influenced the overall visual design aspects, formulation of design concepts, as well as the implementation of both digital and print content.
- Gained experience improving graphics for promotional materials, brochures, point-of-sale displays and banners for the Store, and the surrounding campus area.
- Influenced the Marketing team and Social Media Director to maintain a favorable public image on campus.