

ROLANDO

ETORMA

GRAPHIC DESIGN

CONTACT

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INTRODUCTION

My name is Rolando Etorma, and I am a Graphic Designer based in the San Francisco, Bay Area. I aim to provide innovative and inspiring design solutions intended to make meaningful connections with the audience.

TECHNICAL SKILLS

Photoshop, Illustrator, InDesign, InVision, XD, After Effects, Cinema4D, Dimensions, Figma, Sketch, Lightroom, Photography

EDUCATION

2016 – 2021 **BFA Graphic Design**
Academy of Art University
San Francisco, California

EXPERIENCE

2015 – Present **Freelance Graphic Design**
Worked with a wide variety of clients to provide a variety of design assets for their brands/businesses including social media content, advertising, brand identities, logos, motion design, artwork, etc.

2018 – Present **FORTHECAUSE – Marketing/Graphic Design**
San Francisco Bay Area
Developed, implemented, and executed strategic marketing plans for the music-event organization. Created social media assets and promotional content for the brand and its events.

2020 – Present **GRAM\$ Clothing – Social Media (Contractor)**
San Francisco Bay Area
Created social media assets/content for the San Francisco/Oakland-based clothing brand.

2018 – 2019 **Apple – Sales Specialist**
San Francisco, California
Provided customer service and solutions at Apple's flagship store in San Francisco's Union Square. Specialists stay on top of news about products and initiatives, ready to apply their expertise in customer interactions.

ACHIEVEMENTS

2021 **Spring Show**
Academy of Art University