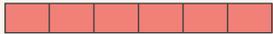


I'm a senior designer and creative polymath adept in developing design frameworks across print, digital, web, video, social media, and motion graphics. With 10 years of professional experience, I acquired a passion for human-centered design, omnichannel storytelling, and content strategy.

Skills

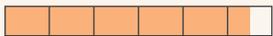
Graphic Design

Adobe Creative Cloud, Photoshop, InDesign, Illustrator, Figma



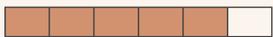
Motion & Video

After Effects, Premiere, Adobe Media Encoder



Web Design

HTML5, CSS3, Sitefinity, Dreamweaver



Education

Bachelor Of Media Arts

Platt College San Diego

Contact

Phone

858-733-0023

Email

hjacerezo@gmail.com

Portfolio

spunqi.com

Experience

TANDEM DIABETES CARE

2021-2025 Senior Graphic Designer

- **Lead motion designer** for motion graphics, videos, presentations, shot lists, storyboards, color correction, trimming, and managing digital assets for internal teams and external vendors.
- Developed multiple **brand, product, and software campaigns** across omnichannels by crafting visual narratives and scalable design systems from conception to completion with brand consistency.
- Strategized and developed **data-driven digital paid media campaigns**, resulting in milestones such as a 44% growth of total customer sales leads and a successful company brand extension in key markets.
- Created design frameworks and owned the visual brand identity for **Team Tandem**, Tandem's official membership program.
- Oversaw **trade show campaigns and experiences** for large scale events, with strategic and cohesive visual storytelling to communicate brand and product messaging.
- Produced a library of **social sticker animations** to grow Tandem's online presence which earned more than 11 million views combined.
- Implemented multiple motion design **mentoring courses** with junior designers to foster relationship building and skill development.

2017-2021 Graphic Designer

- Designed a variety of high quality **print layouts** (booklets, brochures, flyers, banners, etc.) and **digital media** (powerpoints, social media, etc.) by leveraging nimble workflows, color theory, and strong typography with responsibilities including multitasking with multiple projects, time management, and collaboration with marketing leadership.
- Implemented a smooth **company identity rebrand and transition** for Tandem and their emerging new technologies with customer-first design and evolving brand guidelines.
- **Facilitated pediatric campaign** by establishing innovative campaign design frameworks for print collateral, landing pages, and digital ads.

FREELANCE DESIGN

2010-2017 Contract Graphic Designer

- Self managed various professional creative works including print, digital, and web for employers and startups, designing on trends within the technology sector in fast-paced environments.