



Joseph Tijerina

Multimedia Designer

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My Skills:

Technical Skills:

- Multimedia Design
- Graphic Design
- Logo Design
- Social Media Marketing
- Digital Marketing
- Copywriting
- Video Production

Software Skills:

- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe After Effects
- Hootsuite
- Microsoft Office 365
- Zoom
- Canva
- Basecamp
- Slack

Essential Skills:

- Attention to detail
- Willing to receive criticism
- Communication skills
- Organizational skills
- Collaborative skills
- Adaptable and flexible
- Quick response time
- Self directed

Education:

Washington State University Vancouver

Bachelor of Arts in Digital Technology & Culture, May 2023

- Minor in Communications and Minor in Fine Arts
- Certificate in Social Media

Professional Experience:

Carson College of Business Social Media/Marketing Intern

December 2020 – May 2023

In this position I managed all social medias for the Carson College of Business, as well as created countless flyers, infographics and slide decks that helped market our events

Kindred PR Marketing Intern | May 2023 – July 2023

In this position, I managed marketing requests from multiple clients ranging from creation of social media content to logo and packaging design.

Recent Projects:

DATA ENTRY: Portal

Multimedia Designer | Spring 2023

A VR game adaptation of the 1986 video game and novel by Rob Swigart

- Established the color palette for the entire game
- Generated ideas for the overall aesthetic of the virtual world
- Designed logos and branding for the project and game
- Redesigned the original book cover
- Designed an album cover for the soundtrack

HYUNDAI IONIQ 5 CAMPAIGN BOOK

Multimedia Designer | Fall 2022

A complete campaign book detailing the steps to marketing and raising sales of the Hyundai Ioniq 5

- Created a template for each page
- Established the typography and arranged the text and images
- Produced multiple mockups of creative tactics within the book, including a t-shirt, UI designs, and website advertisements
- Designed the cover page