

CARISSA SANDOVAL

DESIGNER

CONTACT



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PROFILE

Carissa Sandoval is a Southern California designer focused in print and digital design. A graduate of CSULB, Carissa works with businesses creating branding and marketing strategies with graphics and illustrations. She enjoys experimenting with vivid colors, typography, and contemporary designs.

EDUCATION

B.A. Film and Electronic Arts
California State University,
Long Beach

EXPERTISE

- **Illustrator**
- **Photoshop**
- **InDesign**
- **Sketch**
- **InVision**
- **Balsamiq / Axure**
- **Zeplin**
- **Brand Identity**
- **Project Management**
- **Asana / Slack**
- **Mailchimp**
- **Photography / Photo Editing**

EXPERIENCE

FREELANCE DESIGNER

2015 - Present

- Guided clients through the design process, from briefing to inspiration boards.
- Designed emails for 40+ company collaborations with tech startup Heartbeat. Collaborations included Goop, Bouqs, and Sodastream.
- Developed marketing collateral for businesses including banners, stationery, stickers, and company digital newsletters.
- Created brand identity for client's including logos and brand guidelines.

GRAPHIC DESIGNER / PHOTOGRAPHER

Blackman Cruz, 2012-2015

- Created catalog tear sheets and email marketing campaigns with Adobe Illustrator and InDesign.
- Managed and created all content for the website.
- Designed and distributed bi-weekly email marketing campaigns to the top 500 collectors and designers with an 45% open rate, over double the 18% industry standard.
- Shot and edited photographs with Photoshop for 1000+ products for company website, catalogs, and editorial spreads including Architectural Digest, Elle Decor, and Harper's Bazaar.
- Broadened company's social media presence by creating the company Pinterest and Instagram accounts.
- Improved brand awareness on Facebook by growing the followers from 400 to 1000.