

# CAYMAN SANTORO

## Senior Brand Designer

cayman.santoro@gmail.com | (707) 953-7456 | San Francisco, CA

[Portfolio](#) | [LinkedIn](#)

---

### EXPERIENCE

|                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                   |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Jan 2022 - Present  | <b>INIZIO EVOKE</b><br><i>Senior Studio Artist</i><br><ul style="list-style-type: none"><li>Design and revise graphical assets for Fortune 500 brand campaigns, including Johnson &amp; Johnson, Gilead Lifesciences, and other smaller pharmaceutical companies such as Prothena Biosciences</li><li>Lead 5 key brand account relationships to ensure high quality and on time delivery of design projects across teams</li><li>Reduced project turnaround times by 30% by optimizing workflow processes and effectively communicating with internal and external stakeholders</li><li>Selected by C-suite executives to design and deliver 10+ presentations for global communications</li></ul> | San Francisco, CA                 |
| Jan 2021 - Dec 2021 | <b>HEALTH WALLET</b><br><i>Head of Creative Design</i><br><ul style="list-style-type: none"><li>Directed company-wide design initiatives, establishing cohesive brand guidelines, pattern libraries, and design components that elevated Health Wallet's presence in the biomedical industry</li><li>Created animated company pitch video that played a pivotal role in securing a \$50,000 Roddenberry Foundation Grant. Collaborated with CEO to ensure alignment with brand standards and industry trends</li></ul>                                                                                                                                                                             | San Francisco, CA                 |
| Jan 2020 - Dec 2020 | <b>INIZIO EVOKE</b><br><i>Studio Artist</i><br><ul style="list-style-type: none"><li>Conceptualized and composed 350+ visual assets across mediums including: detailed charts/graphs, animations, user interfaces, presentations, print layouts, and convention booth graphics</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                           | San Francisco, CA                 |
| Jul 2016 - Oct 2019 | <b>GENENTECH / RICOH DESIGN CENTER</b><br><i>Lead Graphic Designer</i><br><ul style="list-style-type: none"><li>Led all elements of digital and print graphic design projects for key accounts, including Genentech, Roche, and Google. Key outputs included logos, scientific posters, large format print assets, flyers, and booklets</li><li>Solved complex design challenges to ensure successful client management, directly leading to a 300% increase in customer retention</li></ul>                                                                                                                                                                                                       | South San Francisco, CA           |
| Jun 2011 - Present  | <b>CAYMAN SANTORO DESIGN</b><br><i>CEO and Freelance Designer</i><br><ul style="list-style-type: none"><li>Founded freelance design agency to provide graphic design services for customers including Google, Laughing Monk Brewery, Genentech, Penguin Publishing, and Avalon Hollywood</li><li>Designed 30+ beer labels for Laughing Monk Brewery, increasing their social media engagement by 50%</li><li>Served as chief creative and gameplay designer for Dungeon Vice, a retro-styled video game, creating 100+ pixel art animations and illustrations</li></ul>                                                                                                                            | San Francisco, CA                 |
| Mar 2007 - Dec 2011 | <b>UNITED STATES NAVY</b><br><i>Mass Communication Specialist, 2nd class</i><br><ul style="list-style-type: none"><li>Documented and presented 200+ U.S. Navy events through photography, journalism, and graphic design, with work showcased on Navy.mil</li><li>Spearheaded 3 Navy publications, serving as chief photographer, page designer, and content contributor</li><li>Managed a team of 3 junior sailors to ensure timely completion of production tasks under strict deadlines</li></ul>                                                                                                                                                                                               | Fort Meade, MD / Souda Bay, Crete |

### EDUCATION

|                     |                                                                                                                                                                                                                                                             |                   |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Oct 2013 - Dec 2015 | <b>SAN FRANCISCO STATE UNIVERSITY</b><br>Bachelor of Science degree, cum laude, in Visual Communications. Minor in Business Administration Marketing. Studied abroad in Sydney, Australia during Fall 2014 semester at the University of Technology, Sydney | San Francisco, CA |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|

---

### SKILLS

Creative Design, Motion Graphics, Illustration, Animation, Layout, Typography, UX/UI, Iconography, Logo Design, Print Design, Large Format Print Design, Branding, Information Graphics, Experience Design, Email Design, Pixel Art, Game Design, Website Design, HTML, CSS

### TECHNICAL TOOLS

Figma, Webflow, Microsoft Office Suite, PowerPoint, Keynote, Adobe Creative Suite, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects, Adobe Premiere, Adobe Acrobat, Sketch, Google Slides, Lottie