



# VIRGEN GRACIANO

VISUAL DESIGNER

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📍 San Diego, CA

## Areas of Expertise

Branding & Identity  
UI/UX Design  
Ad Campaign Design  
Social Media Content Creation  
Email Marketing  
Video Editing  
Packaging Design  
Illustration

## Technical Skills

Adobe Illustrator, Photoshop, InDesign, Premiere Pro, Framer, Google Workspace (Docs, Sheets, Slides), Monday.com, Slack

## Strategic Skills

Data-Driven Design  
Brand Strategy  
Marketing Integration  
A/B Testing

## Soft Skills

Adaptability  
Team Collaboration  
Creative Problem Solving  
Emotional Intelligence & Empathy  
Strong Verbal & Written Communication

## Education

A.A. in Graphic Design  
Web Design Certificate of Proficiency  
*Southwestern College*

With 10+ years of experience, I transform ideas into bold, engaging visuals for both print and digital media. My design style is a mix of creative flair and strategic thinking—relaxed yet focused. From branding to packaging to digital content, I love crafting designs that stand out, connect, and inspire. Let's team up to bring your vision to life!

## Work Experience

### Freelance Graphic Designer

2022 - Present

KEY CLIENTS: HATCH + HASH, TRUE BLUE PROTECTION

- Collaborate closely with clients to bring their vision to life, offering design advice and best practices to create impactful assets that drive success.

### Contract Graphic Designer

📍 Remote

2024 - 2025

APEALZ

- Developed static and motion ad campaigns for LinkedIn and Instagram to promote brand awareness and engagement.
- Redesigned the APEALZ for Business landing page using UX/UI principles to enhance user experience and visual appeal.
- Designed visually engaging digital assets in alignment with brand guidelines and project goals, collaborating with the Creative Director to deliver polished, high-impact solutions.

### Contract Graphic Designer

📍 Los Angeles /Remote

2017 - 2022

IRON LILY

- Designed original graphics and textile patterns for athleisure and home products while refining existing designs to ensure brand consistency across product lines.
- Created packaging materials, including stickers and wrapping paper, to enhance product presentation and unboxing experience.

### In-House Graphic Designer

📍 San Diego/Hybrid

2013 - 2023

PALEO TREATS

- Acted as the lead designer, handling all creative needs for the small business, from branding and marketing to product development.
- Designed email campaigns using Optimizely, boosting customer engagement.
- Developed conversion-focused landing pages for digital and physical products.
- Led social media content creation, resulting in significant follower growth and engagement.
- Designed custom packaging, including shipping and display boxes, enhancing brand recognition.
- Created promotional items, such as apparel, banners, and store displays, to boost sales.