



Frank R Vallejo III

(650) 888-1547 Mobile
frank@vallejodesign.com | San Diego, CA

www.vallejodesign.com

[linkedin.com/in/frankvallejo](https://www.linkedin.com/in/frankvallejo)

[behance.net/Vallejo3](https://www.behance.net/Vallejo3)

Focus of Expertise

Art Direction, Graphic Design
Digital Advertising & Marketing
Brand Communications
Packaging, Point of Purchase/Merchandising
Promotions, Events, Trade Shows
Direct Mail Print
Social Media, Digital Communications

Tools and Abilities

Mac and Windows OS
Adobe Creative Cloud - Illustrator, Photoshop, InDesign,
Dreamweaver, After Effects, Acrobat
Figma, Sketch
Cinema 4D (3D Rendering)
HTML, JavaScript, CSS
MS Office - Word, PowerPoint, Excel

Personal Skills

Graphically Focused
Innovative Conceptor
Strategic Thinker
Detailed Organizer

Freelance Design Experience

Barc SF, San Francisco, California
HP/Sutter Home Vineyards/Beringer/Smucker's accounts

Theory & Associates, San Francisco, California
Atlona/iHip/Korus accounts

Studio 1 East, Chicago, Illinois
Wilton Industries, Inc., Kellogg's, Sam's Club accounts

GK Exhibits, Inc., Chicago, Illinois
Kalle/McLane/White Sox/Northern Trust accounts

Work Experience

December 2023 - Present
UCSD Halicioglu Data Science Institute (HDSI), San Diego, California
Senior Graphic Designer and Digital Content Curator
Planning, preparing, designing, and executing compelling,
visually appealing graphics for print and digital communications

December 2017 - November 2022
Hawkeye Agency (Epsilon), San Diego, California
Art Director
Concept & Development of Social Media Campaigns, Digital
Advertising Banners (Animated/Static) and Direct Mail Pieces

November 2016 - August 2017
Oracle, Redwood City, California
Senior Designer Global Advertising & Online
Development & production of various digital and print ads
Digital Online Advertising Banners, Animated & Static

August 2016 - September 2016
Tesser, San Francisco, California
Freelance Senior Art Director
Worked as freelance senior art director. Responsibilities include
logo/identity, packaging design, presentation kit design and events.

September 2014 - May 2016
Rev One Design, Burlingame, California
Senior Art Director
Concepting & development for various clients
Identity, Packaging, Advertising and Trade Show Booth designs

March 2010 - September 2014
Monster Cable, Brisbane, California
Associate Creative Director
Concepting & development of the Monster brand
Packaging, POP, Advertising and Trade Show Booth designs

Education

California State University Long Beach
Bachelor of Arts - Graphic Design