



Alvin Domingo

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ABOUT ME

A classically trained print designer that has adapted to digital. My main focus is to inspire creativity and to create efficiently by strategizing and focusing on foundational elements and organization. From working at multiple design agencies I've understood the importance of organization and how it directly correlates to more creativity and productivity.

SKILLS

- 10 years of professional design experience, which include 4 years in a design agency
- Creating an organizational and structural foundation for teams
- Manage projects end to end between multiple departments
- Build process workflows based on individual and / or departmental needs to increase work efficiencies and productivity
- Inspiring people to think outside of the box and more conceptually
- Creating a fun yet efficient work environment while still achieving goals

PROGRAMS

Adobe Photoshop	Google Drive
Adobe Illustrator	Microsoft Excel
Adobe InDesign	Microsoft Powerpoint
Adobe Lightroom	Microsoft Word
Adobe Lightroom CC	Figma
Adobe Premiere Pro	Keynote
Adobe PDF	LucidCharts
Google Docs	Miro
Google Sheets	Pics.io
Google Slides	Instapge

EDUCATION

Solano Community College, Fairfield, CA
Associate of Arts (AA), General Studies
2005 - 2007

Academy of Art University, San Francisco, CA
Bachelor of Arts (BA), Graphic Design
2008 - 2012

EXPERIENCE

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Co-Founder / Creative Director (December 2020 - Present)

Create elegant solutions to complex problems such as deck presentations, logos, branding, identity, packaging design and website design.

Notable Clients

Central Valley Christian Counsel • John Beam

Alvin Domingo Design, San Francisco Bay Area

CEO / Creative Director (May 2012 - Present)

Create elegant solutions to complex problems such as deck presentations, logos, branding, identity, packaging design and website design.

Notable Clients

Save Naturally • Tashmanian Productions • Thirty Clothing • The Flower Shop • Iron Herd • L'Chaim Foods • Quoc Long Jewelry • Alpine Lynx

Mayvonn, Oakland, CA

Art Director (Nov 2016 - Present)

Lead a team of designers, video editors and contractors to concept, design and produce visual directions for marketing, organic social, crm, seo, product, pr, community and brand.

- Help create an agency-like work ethic and atmosphere by introducing a higher standard for produced content, inspiring conceptual design thinking that includes strategy, server infrastructure for the company, presentation decks, internal reviews, approvals and realistic timing for projects based on bandwidth.
- Part of a team where we put together 6 go to market strategies for new products. We discussed and set goals, KPIs, marketing, content and expectations.
- Project managed 10+ external resources such as design agencies, contract designers, contract video editors, photographers and photo editors to help with content for the creative team.
- Concept and create visual directions for every marketing campaign based trend reports, seasonality and / or current events. Visual direction would then lead to producing the content through video and photoshoots.
- Planned, organized, produced and directed 15+ on-figure and table photoshoots for campaign marketing and / or the website's pdp updates.
- Designed packages for 6 new products going to market and 1 for press release marketing and giveaways.
- Was part of a task force to help email more efficiently by creating a server Infrastructure through AWS, workflow strategy, modular design template and scheduling strategy.
- Part of 2 agency rebrands where I helped manage and guide branding and messaging .
- Transitioned the company to start using Asana to project manage and create workflows for different departments based on their needs to increase communication, efficiency and productivity.
- Was an integral part in starting the "Mayvonn Free Install" pilot program in Oakland where I helped design the site experience, produce content for the participating stylists and marketing content for the program and stylists.
- Main designer for 4 of Mayvonn's retail store openings by helping concept, design and produce assets for in-store signage, videos and digital marketing. I also helped facilitate grand opening kits needed to help with productivity.
- Took the learning and insight from the first 4 stores to strategize, concept and produce the retail guidelines for all future stores to be made.



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EXPERIENCE

Mighty Killers, Oakland, CA

Design Director (2012 - Present)

Design brand strategy and identity, apparel accessories, stickers, shirts, and website.

COG1, San Francisco, CA

Associate Art Director (Aug 2015 - Aug 2016)

Lead a team of designers to strategize and concept solutions for various digital projects.

- Concept, wireframe and design 50+ website pages and landing pages for multiple projects.
- Help put together 5+ decks with design comps to accompany the strategy and design we are trying to pitch to companies.

Notable Clients:

COG1 Branding • Digital Realty • Funding Circle • Hack Reactor • WP Engine

Liquid Agency, San Francisco, CA / San Jose, CA

Designer (Aug 2014 - Aug 2015)

- Lead designer for multiple projects where I would take the design team's concepts and present it to clients with the help of my ACD or CD.
- Help the creative director and lead strategist(s) put their pitch, creative and/or strategy decks together.
- Worked on 10 Motorola product campaigns where I would plan strategy and concept by creating a visual direction for each campaign. After that I would help direct the photoshoots with our ACD and CD and shoot team. Once content was captured I would execute on "BTL" marketing assets..

Notable Clients:

Motorola • PayPal • Sony • Ascent • California Olive Ranch • Ernest Packaging • On Set Ventures • NASDAQ

Associate Designer (Jul 2012 - Aug 2014)

- Create design concepts to help sell strategy pitches to companies.
- Part of a design team that would create concepts, execute design ideas and create design mechanicals for print.

Notable Clients:

Adaptive Insight • Brand Transact • Ernest Packaging • Extenua • Google Chromebook • HP • Intel • Kareo • LSI • Motorola • MYND • PayPal • Stec • Wal-Mart

Off Base Productions, San Francisco, CA

Graphic Design Intern (2010)

Design and layout user manuals, guides, covers, and back covers for video games, design flash banners, redesign websites, illustrate, design gift wrappings for holiday season and organize files.

Notable Clients:

Namco • Konami • Tecmo • Ubisoft • Hudson • Capcom • Nintendo • Sony