



experience

Ritzzy Periwinkle | Owner / Creative Director | Los Angeles, CA | 2006-Present

Owner, creative director, of cross media boutique design firm. Specializing in delivering highly strategic and creative branded experiences in web, print and electronic mediums. Projects range from corporate identities to web sites in various industries including, music, entertainment, action sports, hospitality, television, major league sports and more.

AEG Live | Print Buyer / Print Production Manager | Los Angeles, CA | 2005-2006

Print Buyer for all west coast markets including California, Washington, Arizona and Nevada. Print Production Manager for local markets and all national tours as well as Celine Dion at Caesar's Palace, The HBO Comedy Festival Las Vegas and The King Tut national exhibition tour. Oversaw production of all collateral including print, web and outdoor signage. Worked with vendors to establish cost effective production methods. Organized and managed all graphic material.

HOB Concerts | Designer / Project Manager | Los Angeles, CA | 2001-2005

Sole designer, project manager, and supervisor of one production artist for the Concerts division of House of Blues. Responsible for redesigning overall look of all marketing and advertising collateral to create cohesive presence using the HOB brand. Created and oversaw all collateral for West Coast region. Worked with vendors to establish cost effective production methods. Organized and managed all graphic material traffic.

Hits Magazine | Designer / Independent Contractor | Sherman Oaks, CA | 2000-2001

Designed ads / sections of weekly 100+ page music industry trade publication that was completed, cover to cover, in two days. Created and edited layouts using style sheets. Worked with music label reps to get approvals on artwork. Oversaw pre-press production including four color film output.

qualifications

Experience in the latest versions of InDesign, Photoshop, Illustrator, Word, Excel, basic Flash and Dreamweaver. Proven commitment to creating and managing strategic, innovative communication solutions. Ability to multi-task with attention to detail. Experience in various facets of the entertainment industry. Knowledge of current marketing and creative trends in both mainstream and underground cultures.

experience

B.A. in Art with emphasis in Graphic Design | California State University, Long Beach | 1994-1997
Undergraduate work | San Diego City College | 1992-1994