



**Pokey's
Graphics**

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Juan Lira

Graphic Designer

Personal Statement

As an individual inherently driven to solve problems, my engagement with design allows me to transcend conventional boundaries through unique thinking and creation. My distinctive strength lies in my stylized cartoon style and vivid imagination, elements that not only articulate my persona but also distinguish my work. I contribute to the enhancement of others' ideas, increasing their potential for success through collaboration and innovation.

Experience

Branding (2019-Present)

- I have work with clients in a professional manner for my business and academia. The projects that I have tackled consisted of creating brand identity in the form of logo, business stationary, Zoom branded screen, social media content, package design, and brand energizer. I work with the client step by step so that we can develop their brand and bring their vision to life.

Custom T-Shirt printing (2019-Present)

- I create custom apparel of all kinds for clients but specialize in t-shirts. In doing so I communicate with them thoroughly in order to accurately create their vision. They approach me with an idea or a design they have in mind and I make it for them. In doing so I create custom illustrations for most of the designs and implement my layout skills. I also have to edit client images to get them ready to print in the form of cropping, stylizing, enhancing, or making sure it has the proper resolution.

Languages

English- Read-Write-Translate

Spanish- Read-Write-Translate

Education

Cal State University of San Bernardino

- Bachelors in Graphic Design (2023)

Arroyo Valley High School

- High School Diploma

Individual Skills

- Creative
- Dedicated
- Hard Working
- Multi-tasker
- Understands Pop Culture
- Good Mangement
- Open Minded

Technical Skills

Adobe Creative Suite (2019-Present)

- Photoshop
- Illustrator
- Indesign
- Dimensions
- Lightroom/Lightroom Classic
- XD

Clip Studio Paint (2019-Present)