



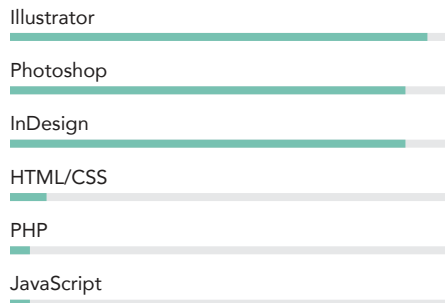
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## Hello!

A Bay Area, California native focused in branding, packaging, print and web. With design thinking, Brendan tends to actively drive his life with intent and meaning.

As part of his daily diet as a kid, he consumed healthy doses of sports, cartoons, and video games. But, during down time you could always find him satisfying his visual hunger through creating — drawing, building and, or crafting. Nowadays, on his free time you can find him challenging himself creatively, mentally and physically. Brendan's adaptable character paves way for exploration and pure experiences; for he believes there is always a story to be told.

## Skills



## References

### Primo Angeli

E: primoangeli@gmail.com  
P: 1.707.774.6001

### Ryan Herras

E: herrascreative@icloud.com  
P: 1.510.303.5281

### Lawrence Fritz

E: lawrence.fritz2010@gmail.com  
P: 1.720.708.7919

### Oni Auer

E: onifashion@gmail.com  
P: 1.818.943.1040

# Brendan Jiu

## Graphic Designer

*To inspire energetic growth to universally shape the future through understanding and respecting nature and diversity*

## Experience

### TESH Sports

10/2014 to Present

#### Graphic Designer

- Evolved, integrated and upheld brand identity and all Graphic Design within the brand
- Kept current with sports and fashion
- Support internally and externally: apparel, footwear, marketing, and sales
- Strategized with Directors on creative direction, marketing strategy and managed multiple projects
- Met time sensitive deadlines in a fast paced industry
- Engage the creative process, and ensured factories and vendors' production quality to deliver retail-ready product

### CallSocket Media

11/2015 to 8/2016

#### Design Lead

- Communicated, presented, and collaborated with clients on multiple projects and tasks
- Designed and implemented branding across print and digital
- Visually led the development team in functionality and aesthetics
- Support development by creating and documenting visual mock-ups and wireframes identifying real-world workflows
- Asses product quality and release readiness
- Build tutorials, how-to's, and general self-help material

### Primo Angeli Design International (www.primoangeli.com)

5/2014 to 1/2015

#### Junior Designer

- Practiced strong visual communication on a range of projects creatively directed by Primo Angeli
- Participated and engaged in all phases of the creative process: creative brief, client meetings to concept, refinement, and production ensuring all creative objectives were met
- Managed Primo Angeli's social media content and presence

### Ryan Herras (www.herrascreative.com)

2/2014 to 12/2014

#### Junior Design Assistant

- Worked directly under Design Director, Ryan Herras on a range of projects, including Primo Angeli projects
- Researched, collaborated, and explored design methods and techniques while engaging creative process
- Focused on packaging and identity

## Education

### San Jose State University

Fall 2013

#### BA Graphic Design

#### Minor in Communication Studies

GPA: 3.4

### Royal Melbourne Institute of Technology

6/2012 to 12/2012

#### Exchange Student

- Studied graduate level courses in graphic design and art history