

# JOSHUA CUELLAR

## PROFILE

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I'm a graphic designer based in Santa Ana who loves clean, simple, and unique design. I enjoy brainstorming and solving various creative problems. I'm highly motivated, well-organized, adaptable, and have the ability to work well within a team environment.

## SKILLS

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·ILLUSTRATOR

·PHOTOSHOP

·INDESIGN

·AFTER EFFECTS

·DREAMWEAVER

·C++

·HTML

·JAVASCRIPT

·CSS

·BOOTSTRAP

·CASPARCG

·WORDPRESS

·SQUARESPACE

·FIGMA

·ADOBE XD

## CONTACT

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✉ [joshcuellar312@gmail.com](mailto:joshcuellar312@gmail.com)

☎ (714)906-3254

📍 Santa Ana, CA

## REFERENCES

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Esports Arena - Head of marketing and sales  
**Luke Brue** (714)552-9753

Esports Arena - Creative Content Producer  
**Kyle Trantham** (562)618-6057

Klutech - Graphic Designer  
**Tony Prieto** (714)552-6243

## EDUCATION

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### CALIFORNIA STATE UNIVERSITY FULLERTON

BFA in Graphic & Interactive Design - Minor in Computer Science

December 2012 - December 2017

## WORK EXPERIENCE

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### Vanguard University

#### Graphic Designer

January 2019 - Current

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Responsibilities:

- Created designs and motion graphics for social media.
- Worked within the marketing team to create branded university campaigns and events.
- Created university branding assets such as email headers, department logos, flyers, postcards, brochures, and magazines.
- Responsible for creating on-site campus branding such as banners and signage.
- Responsible for creating ads for magazines, billboards, bus stops, airport terminals.

### Esports Arena

#### Graphic Designer & Broadcast Graphics Operator

December 2017 - January 2019

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Responsibilities:

- Created designs and motion graphics for social media.
- Created broadcast graphics packages for clients' as well as the company's own live productions. Broadcast packages included but were not limited to: media transitions, bracket graphics, player bios, break screens, overlays, schedules, and lower thirds.
- Created designs for print, signage, badges, and apparel.
- Updated and maintained the company website as well as create company microsites.
- Set up CasparCG broadcast servers.
- Created StreamControl JSON, JS, HTML, and XML files for broadcast.
- Played a flex role during live productions working on a VMIX replay system, Black Magic ATEM switcher, and a Behringer x32 Audioboard.

Broadcasts Worked on:

2GGC Champion Ship Saga - Rat Race 2017 - Esports Supertsars: Hearthstone - Legends Cup Series - Hearthstone Championship Tour Stop Oakland - Esports Arena PUBG Duos Lan - Friday Night Frags - Noods Festival Oakland - Noods Festival Orange County - Saiyan Showdown - Nvidia Versus - PUBG Corporate League - Rewind 2 - Food Fight - Fortnite & Chill - Havoc - Esports Arena Drive Activation: E3 - Esports Arena Drive Activation: Vidcon - Esports Arena Drive Activation: Comic Con - Hearthstone Championship Tour Stop - Overwatch Cali Cup

Companies Worked With:

Blizzard Entertainment - Riot Games - Activision - Nintendo - Blue Hole Studio Inc. - Nvidia - Foobeast - Funimation - White Rabbit Group - 2GGC - Allied Esports - Matherino - HyperX - Walmart - Nickelodeon - Psyonix

### Klutech

#### Graphic Designer & Front End Developer

January 2016 - February 2018

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Responsibilities:

- Worked with clients to create material for their businesses such as social media posts, product designs, packaging, and other print-based graphics.
- Created the design of client's websites, developed the front end of the website, as well as created graphics for the website.