

Lorenzo Meneses

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EDUCATION

The Art Institute of Los Angeles, Santa Monica, CA

Bachelor of Science Degree September 2001. **Major: Computer Animation**

Skills

- **Illustrations:** Hand drawn concepts, logos and storyboards
- **Graphic Design:** Flyers, magazine ads, presentations in excel and power point, vinyl and paper banners, brochures, catalogs, business cards, POP displays, shirt designs, silk screen separations, silk screen halftone and set up for process print. I also create product packaging, product labeling and 3D concepts of products.
- **Marketing:** Research trends, SEO, boosted ads, social media marketing, flyer distribution and website analytics.
- **Website development:** Code in HTML, CSS and Bootstrap, able to use template based websites like WordPress and any with a dashboard type structure and able to use FTP plus create wireframe mockups.
- **Photography:** I can use DSLR cameras, I own a canon 7D and am able to shoot sports, stills, food and any products needed in RAW or Jpeg formats. I can also clean up images, adjust any colors, replace colors and manipulate the images.
- **Video:** I can crate 3D animations, special FX, CGI, motion graphics, color correction, composite, edit, film and render out to any format and size needed.
- **Additional skills:** I worked as a jet mechanic in the NAVY as a Aviation Structural Mechanic. I also edit music and add additional sounds to music or video.
- **Programs used:** Photoshop, Illustrator, Power Point, Word, Excel, After Effects, Premiere, Final Cut Pro, Adobe Creative Suite, Autodesk MAYA, Autodesk 3DS Max, Cinema 4D and various 3D and editing software for video, graphics and photography.

CREATIVE EXPERIENCE

Contract Graphic Designer and Motion Graphics Designer July 2016 – Present
Graphic Design / Motion Graphics

I work as a part time, project based and sub contracted Graphic Designer and Motion Graphics Designer. I have worked on location and remote from home with the following companies.

TCG Industries LLC. - Designed labels stickers and boxes for cannabis flower jars and CBD packaging in accordance with California state law guidelines. Also designed logos and created motion graphics for marketing.

New Castle Beverage Inc. - Designed the Tapatio Michelada Mix and Tapatio Michelada Cup label and marketing graphics for POP displays and print. Created motion graphics for concerts and other sponsored events.

American Apparel & A Jeans - Designed labels, hangtags, product sheets, brochures and T-shirt graphics.

Silagi Development - Designed the company logo and website in 2003.

Muay Thai Association of America - Created social media boosted ads and videos. Designed marketing material for web and print and designed merchandise graphics for sale at venues.

Mochi Ice Cream - Created a 3D animation used for marketing.

Uevolution - Designed logo and marketing material for web and print.

Psycho Realm & Sick Symphonies - Designed T-shirts sold online, in-store and during concerts.

Crooked Stilo - Designed album covers and marketing material for web and print. Filmed music videos and color corrected with motion graphics for online use.

David Rolas - Designed album covers and marketing material for web and print. Designed T-shirts for sale during concerts.

Garo Habano Cigars - Designed graphics for marketing and conceptual 3D humidors.

Interad - Designed logo, created website banners, cleaned up images for print and web, created graphics for magazine advertisements and created graphics for web and print marketing.

United Capital - Created logo and marketing graphics for web and print.

K.O. Reality - Created logo and marketing graphics for web and print.

ILA - Created logo, edited videos and created motion graphics for YouTube and boosted ads for social media. Designed graphics for web and print.

Kingdom Mattress - Designed product sheets use for conventions and power point presentations. Photographed mattresses and cleaned up pictures for use in marketing material.

Hi Speed Printing June 2010 – July 2016

Graphic Design / Motion Graphics

Create graphics for print, emails and websites. Photograph, film products, create motion graphics and edit video to be use in marketing materials online. Set up silk screen machines and print shirts, design shirt patterns and color separate artwork. Create websites with Wordpress, HTML, CSS, Bootstrap and prototype wireframes. Programs used are After Effects, Photoshop, Illustrator, 3D Studio Max, Maya and Adobe Creative Suite. Can also use Premiere, Final Cut Pro, C4D and create power point presentations.

Contract Graphic Designer and Motion Graphics Designer Sept 2001 – June 2010

Graphic Design / Motion Graphics

I work as a part time, project based and sub contracted Graphic Designer and Motion Graphics Designer. I have worked on location and remote creating any design, web and video needs for many types of businesses.

Universe 2 Productions "JENIE'S RULE" Trailer. May 2000 - September 2000

Editing / Compositing / Visual Effects

Responsibilities included character design, conceptual drawings, storyboards, visual effects and final compositing.

Nickelodeon Animation Studio "CATDOG" Feb. 1999 - June 1999

Production and Art Intern

Responsibilities included helping with production and shipping of storyboards, x-sheets, props, character model sheets and layouts.

Other skills learned: Assisted with character and prop clean up. Used Adobe Premiere for the synchronization of dialogue and storyboard panels in the animatic department.

ADDITIONAL EXPERIENCE

Whittier YMCA After School Program, 2004 school year

Art teacher for 1st-6th grade

Hoover Elementary School, Whittier, CA, Spring Break 1998, 99, 00, 01 Volunteered teaching Art to grades First - Fifth

United States NAVY, February 1993- June 1997

Aviation Structural Mechanic EGRESS (Ejection seats, pressurization and liquid oxygen)
Responsibilities included Night Supervisor for the USS Carl Vinson Liquid Oxygen plant
and Flight Deck Troubleshooter for EA-6B aircraft EGRESS systems.