DERICK QUESADA

SENIOR GRAPHIC DESIGNER | BRAND, MARKETING & DIGITAL DESIGN

Los Angeles, CA • Derick.Quesada@gmail.com • dquesada.com • linkedin.com/in/derickquesada

PROFESSIONAL SUMMARY

Multidisciplinary Graphic and Visual Designer with 11+ years of experience creating brand, marketing, digital, print, broadcast, and motion design for organizations across insurance, apparel, television, and media. Skilled at translating business objectives into compelling visual communications across campaigns, websites, social media, email, presentations, advertising, sales materials, events, and corporate communications.

Combines strong traditional design fundamentals with technical expertise in Adobe Creative Cloud, motion graphics, 3D design, broadcast graphics, digital production, and emerging AI-assisted creative workflows. Proven ability to manage multiple projects simultaneously, collaborate with executives and cross-functional teams, maintain brand consistency, and deliver production-ready creative in deadline-driven environments.

CORE EXPERTISE

Visual & Graphic Design: Brand Identity, Marketing Design, Campaign Design, Digital Design, Print Design, Art Direction, Typography, Layout, Presentation Design, Sales Collateral, Advertising, Social Media, Email Marketing, Event Graphics, Internal Communications

Digital & Motion: Web Design, Website Content Management, Digital Advertising, Motion Graphics, Video, Broadcast Graphics, Animated Templates, Digital Campaigns

Production: Print Production, Prepress, Packaging, Signage, Photo Editing, Product Photography, Creative Project Management

Technical: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Blender, Maya, 3ds Max, Cinema 4D, Orad, Chyron, SQL-Integrated Graphics Systems, AI-Assisted Creative Workflows

PROFESSIONAL EXPERIENCE

Graphic Designer II — December 2022 – Present

Warner Pacific Insurance Services — California

- Lead visual design and creative production across email campaigns, social media, digital advertising, presentations, sales materials, website content, internal communications, events, print, and branded marketing initiatives.
- Translate marketing and business objectives into clear, engaging visual communications for audiences across digital and physical channels.
- Partner directly with marketing, sales, executives, brokers, and internal stakeholders to develop creative solutions aligned with business goals and brand standards.
- Design campaign assets and marketing collateral across multiple touchpoints while maintaining consistent visual identity and messaging.
- Create presentation systems, sales materials, digital advertisements, email graphics, social content, event collateral, and internal communications.
- Manage and update website content and page designs, ensuring accurate, engaging, brand-consistent digital experiences.
- Develop motion and video assets for marketing and communications initiatives.
- Incorporate AI-assisted tools and emerging creative technologies into the design workflow to accelerate ideation, asset development, image generation, editing, and production while maintaining professional creative standards.
- Collaborate cross-functionally to identify visual communication opportunities and transform complex information into accessible, polished design solutions.

Freelance Graphic Designer — November 2021 – December 2022

Freelance

- Delivered end-to-end graphic design services for clients with diverse branding, marketing, digital, and print requirements.
- Developed visual concepts from initial brief through design, revision, production, and final delivery.
- Managed client relationships, project scope, timelines, creative direction, and production independently.
- Adapted creative concepts across multiple formats, audiences, platforms, and production specifications.

Marketing Designer — February 2020 – November 2021

Primal Wear — Denver, CO

- Designed integrated marketing and promotional creative supporting sales, product launches, events, e-commerce, and brand communications.
- Produced digital campaigns, email graphics, web graphics, sales collateral, event graphics, packaging, signage, vehicle graphics, and promotional materials.
- Developed visual assets for both digital and physical applications while maintaining brand consistency across customer touchpoints.
- Created and maintained brand guidelines and visual standards across marketing materials.
- Edited and retouched photography for commercial and marketing applications.
- Collaborated with marketing and sales teams to translate campaign objectives into compelling visual solutions.

Senior Channel Branding Designer — June 2015 – February 2020

ION Media Networks — Clearwater, FL

- Designed and produced broadcast graphics for ION Television, Qubo Kids, and ION Plus, including lower thirds, ratings graphics, end credits, crawls, and other on-air visual communications.
- Created motion graphics and automated templates for scheduled deployment within a professional live television broadcast environment.
- Served as technical supervisor for the Orad/Chyron graphics system and associated SQL database, supporting reliable broadcast graphics operations.
- Developed automated graphic templates that streamlined the creation, scheduling, and deployment of on-air content.
- Managed graphic production in a high-pressure broadcast environment where accuracy, consistency, timing, and technical reliability were critical.
- Collaborated with broadcast, production, and creative teams to maintain visual standards and channel branding across multiple networks.

EDUCATION

International Academy of Design and Technology — Tampa — 2012 – 2015

Game Production & Design

Training in 3D modeling, digital art, animation, game production, and interactive media, including Maya, Cinema 4D, Blender, 3ds Max, ZBrush, UDK, Photoshop, and Illustrator.

Santa Fe College — 2010 – 2012

Associate of Arts — Art Studio / Fine Arts

Coursework in drawing, painting, printmaking, color theory, composition, and traditional art fundamentals.

SOFTWARE & TECHNOLOGIES

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro

3D / Digital: Blender, Maya, 3ds Max, Cinema 4D, Unity, UDK

Broadcast: Orad, Chyron, SQL-Integrated Graphics Systems, Automated Broadcast Graphics

Creative Technologies: AI-Assisted Design and Image-Generation Workflows, Digital Content Production, Website Content Management