





JUAN MORALES



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ABOUT ME:

I'm a graphic designer based in Los Angeles, CA. I studied photography at East LA College and earned an Associates degree before transferring to Cal State LA where I studied Animation. While attending Cal State LA I was able to obtain a position as A graphic designer in the school's Student Union "Graffix" department where I worked for a little over 2 years. This position gave me real-world experience in the design industry by giving me a lot of responsibility in terms of my projects and setting my own schedule and meeting deadlines.

I had a passion for Illustration and photography at an early age and these interests helped me discover Adobe software such as Photoshop and Illustrator. I love being visually creative so much that I decided to make it my career. Every opportunity I get to learn and work in this industry has introduced me to something new and exciting. At Graffix I was given the opportunity to develop a design process and to show my knowledge of photography by heading multiple photo shoots and even teaching photography basics to newcomers. At my most recent job I was a production designer at Beacon Media News where I not only designed print and digital media but I also combined my knowledge of animation to create motion graphic content and some video content. In my personal time I also enjoy creating visual art such as digital illustrations, product photography, and video content.

RESUME:

I have worked several positions, mainly dealing with customer service, in mostly retail businesses. The lessons I have learned throughout my experiences in these positions about how to treat people with respect have been invaluable to me personally in my professional, educational, and everyday life.

EDUCATION:

EAST LA COLLEGE (2016)

Associate of Arts and Humanities

CAL STATE LA (2019)

Bachelors Degree Art (Animation Option)

**Magna Cum Laude Honors*

RETAIL/CUSTOMER SERVICE:

MISSION CAR WASH (JAN 2005 – JUNE 2007)

Vacuum Tech

ELAC LIBRARY (APR 2015 – JULY 2016)

Student Librarian

LUCKY (AUG 2007 – FEB 2010)

Courtesy/Dairy Clerk

COSTCO (NOV 2016 – JAN 2017)

Seasonal Employee

WALMART (NOV 2010 – AUG 2012)

Cart Tech

UPS (DEC 2019 – JAN 2020)

Seasonal Employee

DESIGN:

GRAFFIX (JUNE 2017 – AUG 2019)

Junior Graphic Designer

BEACON MEDIA NEWS (FEB 2020 – SEPT 2020)

Graphic Designer

BAILANDO ESTILO AFRO-CUBANO

With Kati Hernandez

6 PM • U-SU Plaza

Wednesday Sept. 6

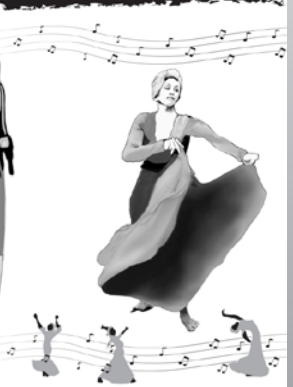
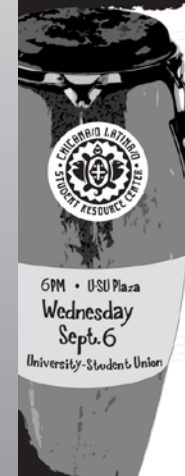
University-Student Union



BAILANDO ESTILO AFRO-CUBANO

With Kati Hernandez

6 PM • U-SU Plaza
Wednesday
Sept. 6
University-Student Union



Start your semester off right dancing!
Join us as we learn about Afro-Cuban
dancing, its history, its roots, and
you can also learn how to move.



#CULACCC #CrossCultureCenters
Presented by the Chicana/O Latino Student Resource Center
University of California, San Diego. For more information, visit our website
at www.culaccc.org or email info@culaccc.org

EL VEGANISMO INDIGENO

BEFORE IT HAD A NAME

TUESDAY
OCTOBER 3RD
3:15PM

FOREST LOUNGE
PATIO



EL VEGANISMO INDIGENO

BEFORE IT HAD A NAME



TUESDAY
OCTOBER 3RD • 3:15PM
FOREST LOUNGE PATIO

Contemporary veganism is often not seen as being a part of modern
day Latinx communities. However, much of what we consider to be part of
our staple Latinx dishes emerged after colonialization. Join us to learn about the
precolonial foods and diets of our indigenous ancestors.



#CULACCC #CrossCultureCenters
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at www.culaccc.org or email info@culaccc.org

DESIGN CAMPAIGNS

These designs were for various events at California State University. They typically included posters, digital ads, and flyers.



**TUESDAY
OCT.10 - 3:15PM**



SAN GABRIEL ROOM - 3RD FLOOR - UNIVERSITY-STUDENT UNION

BESIDES BEING AN AMAZING GENRE OF MUSIC, ROCK EN ESPAÑOL BECAME THE FOLK MUSIC OF LATIN AMERICA. THROUGH THEIR SWEET TUNES WE CAN HEAR THE STRUGGLES OF YOUTH IN LATIN AMERICAN COUNTRIES. JOIN US FOR A DISCUSSION OF THE POLITICIZATION OF ROCK EN ESPAÑOL.



Facebook Instagram Twitter @CSULACCC #CrossCulturalCenters

Presented by the Chicana/Latinx Student Resource Center, Cross Cultural Centers, University-Student Union, Chicana(o) / Latina(o) Studies Department, and student fees. For more information, or to request accommodations for a disability, please call the Cross Cultural Centers at (323) 343-5001 or visit www.calstatela.edu/usu.



**TUESDAY
OCT.10 - 3:15PM**



SAN GABRIEL ROOM

3RD FLOOR

UNIVERSITY-STUDENT UNION

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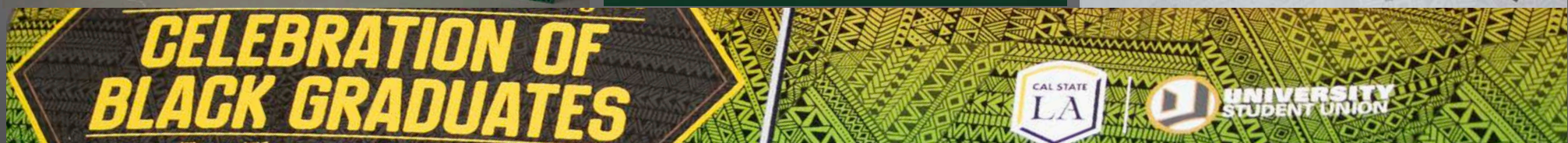
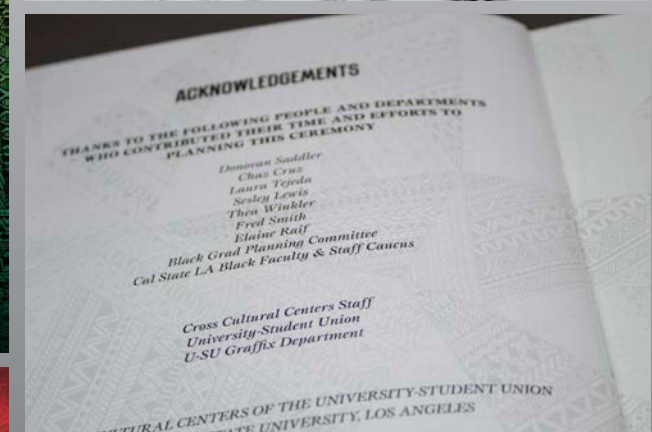
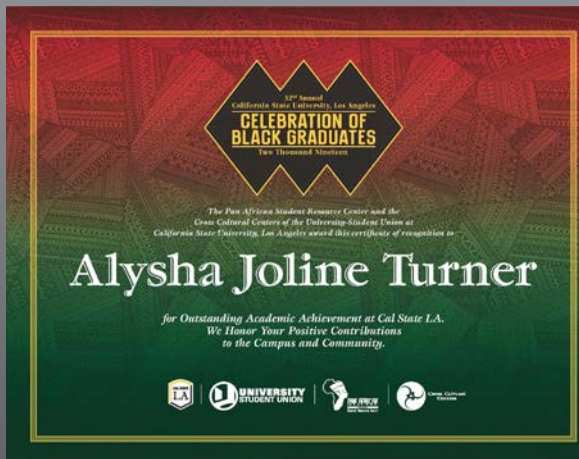
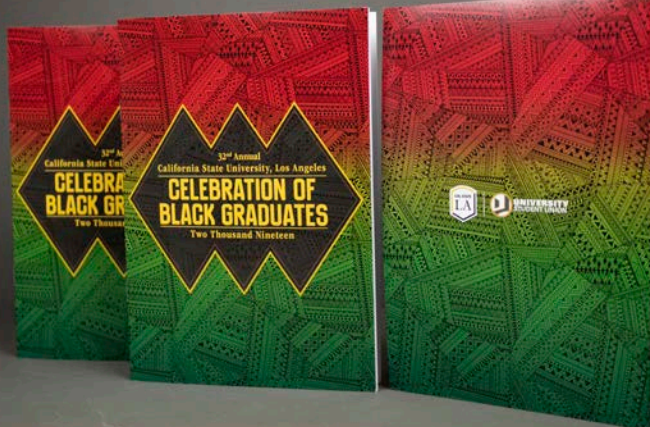
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For each design I set up a meeting with the project managers and interviewed them about the look and intention of the design. My position at Graffix taught me to be proactive as I was responsible for entire projects and setting up any meetings or acquiring needed information.

32nd Annual
**CELEBRATION OF
BLACK GRADUATES**

SUNDAY • MAY 19 • 4PM
THE LUCKMAN FINE ARTS COMPLEX



For this project, I sat down with the client and we came up with a color scheme and they also requested a tribal pattern to be used somehow. Students also submitted around 50 portraits which I edited to varying degrees in photoshop. I also printed the materials myself.



@TalkOnTapShow



TALK
ON
TAP
PODCAST



El Segundo
BREWING COMPANY

WHOMPIN' BEAR

PRODUCT PHOTOGRAPHY

These are a collection of beverage product shots that I developed and shot myself.



These images are part of a personal project intended for me to showcase and expand my photographic, editing, and compositing skills. I chose to feature beer because of the diverse and interesting imagery the cans featured, they make for good photo content.



PORTRAIT PHOTOGRAPHY

The following portrait photos are shot by me and done mostly in-studio but some are on-location shoots.



I shot the images on this page while working for Cal State LA's Graffix Department. I was responsible for the photo shoots as well as image processing. The images were used for various designs such as a fitness brochure and a poster for the school's game room.

443 E. COLORADO BLVD, PASADENA CA 9101

THE Mixx

Experience fresh food, signature
drinks and live music performances
5 days a week.

THE MIXX IS A PLACE WHERE ALL YOUR SENSES COME TO LIFE

(626) 500-0021

THEMIXXCLUB.COM



2019
READERS' CHOICE
Favorite
pasta

2019
READERS' CHOICE
Favorite
italian

2019
READERS' CHOICE
Recommended
pizza

236 W. Huntington Drive
Monrovia, CA 91016

SPECIALIZING IN PIZZA PASTA AND ITALIAN SPECIALTIES

Come in and enjoy fine Italian dining at Domenico's



We're are now taking
reservations for Dine-In!
(626) 357-7975



PRINT ADVERTISING

These following are examples of advertising that I developed to be printed in a newspaper.



2019
READERS' CHOICE
Favorite
bakery

2019
READERS' CHOICE
Favorite
donuts



2020
READERS' CHOICE
Favorite
COFFEE



2020
READERS' CHOICE
Recommended
CUP CAKE



VOTED BEST BAKERY ONCE AGAIN!

We are forever grateful for the multiple accolades we received from our customers' generous reviews, nominations and votes for Best Donut and Best Bakery in two consecutive years, 2019 and 2020.

2020
READERS' CHOICE
Favorite
BAKERY



445 E COLORADO BLVD, PASADENA • (626) 993-9898 • WWW.LEBERRYBAKERY.COM

2020
READERS' CHOICE
ESSENTIAL WORKERS

READERS' CHOICE 2020 PRESENTS **ESSENTIAL WORKERS** NOT ALL HEROES WEAR CAPES

19 NOV
2020

HEY
SOCAL

HEROES EDITION



FEATURING: HOLIDAY GIFT GUIDE

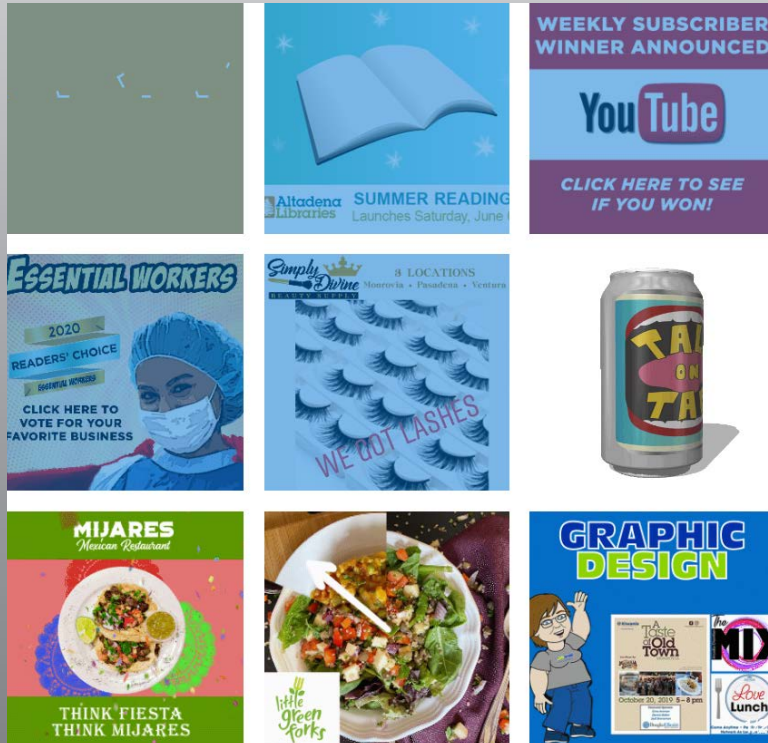
These ads that I created as a Production Designer at Beacon Media News range from all types of businesses and included Newspaper ads as well as digital versions.



ILLUSTRATION

I do digital portrait illustration as a side business and for fun.

PLEASE CLICK HERE TO VIEW MY MOTION DESIGN PAGE



MOTION DESIGN

I have created several motion graphic and video content ranging from gifs to animations. Please click on the link area to visit my motion graphics page.