



🏠 Chino, CA 91710

☎ 714.404.5764

✉ info@johndramirez.com

💻 johndramirez.com

Professional Summary

Versatile and detail-driven marketing professional with extensive experience in graphic design, digital marketing, video production, and SharePoint UI and Workflow development. Proven ability to build and evolve brand identities, create high-impact marketing materials, and develop digital solutions that enhance internal communication and user engagement. Skilled across multiple platforms (Mac, Windows, Linux) and proficient in various tools, including Adobe Creative Suite, HTML/CSS, JavaScript, and Microsoft 365 applications. Strong pre-press, photography, video, and UI design background, with a track record of managing projects from concept to completion for diverse industries such as healthcare, construction materials, and professional sports, bringing a strategic communication lens to creative execution.

Skills

- Extensive experience in Digital UI and Graphic Design, Marketing, Video Production, and Photography.
- Experienced in pre-press and printing, including artwork set-up (traditional and digital), digital file preparation, and full understanding of spot and process printing.
- Extensive knowledge of Macintosh, Linux, and Windows platforms.
- Strong computer skills in design-based and technical applications:

• Photoshop	●●●●●	• SharePoint UI/Dev	●●●●○	• MS Word	●●●●●
• Illustrator	●●●●●	• HTML	●●●●●	• MS PowerPoint	●●●●●
• InDesign	●●●●●	• CSS	●●●●●	• MS Excel	●●●●○
• Premiere	●●●●○	• Javascript	●●●○●	• InfoPath	●●●●●

Experience

Leidos QTC

Health

Services

San Dimas, CA

2016 – Current

Multimedia Designer | SharePoint Developer

- Developed and implemented company-wide brand standards, establishing a cohesive and professional visual identity across all marketing channels; led a rebranding initiative that improved brand recognition by an estimated 40% based on internal surveys and digital analytics. As the company evolved, the parent company's branding guidelines were adopted and integrated; my role ensured alignment and consistent application across all materials produced by the immediate communications team and broader organization.
- Produced high-impact static, video, and motion graphics for social media, contributing to a 60% increase in engagement and a 35% growth in followers within six months.
- Designed strategic multimedia campaigns with marketing, HR, and executive teams to support key business initiatives, such as recruitment, clinic initiatives, and employee engagement.
- Championed the development of a modern, user-friendly SharePoint intranet site that improved internal communication, streamlined document sharing, and reduced team email volume by 30%; customized workflow forms, web parts, permissions, and layouts to meet cross-departmental needs.
- Branding and design advisor to colleagues across departments, conducting informal training sessions and ensuring visual consistency in presentations, reports, and internal communications.
- Spearheaded process improvements in asset development by creating templates and style guides, reducing production time by 25% and enabling faster turnaround on high-priority projects.

Parex USA

(now Sika)

Anaheim, CA

2008 – 2016

Sr. Graphic Designer

- Designed and maintained a wide range of marketing collateral—including brochures, color charts, product packaging, trade show graphics, and point-of-sale displays—across eight distinct brand lines (Parex, LaHabra, El Rey Stucco, Merkrete, Mer-Ko, Teifs, Elite, Variance Finishes), ensuring cohesive visual identity and brand consistency.
- Created targeted digital assets for email campaigns and social media, increasing engagement rates by an estimated 30% and expanding brand visibility in key markets.
- Led cross-functional creative projects from concept to completion in partnership with Brand & Communication Managers, delivering high-impact materials that supported marketing strategies and accelerated product awareness.
- Developed web and print advertisements for national and international publications, helping position the brand competitively in domestic and global markets.
- Leveraged photography, post-editing, color management, layout, typography, and illustration skills to produce visually compelling marketing assets tailored to regional and market-specific needs.

Education

University of Arizona

Tucson, AZ

2020 – 2024

Bachelor of Arts

Public Relations and Marketing

