



# vincenzo SAVASTANO

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## Greetings

My name is Vincenzo Savastano and I am an illustrator, graphic designer, world traveler, and starry eyed optimist from Los Angeles, California.

## Skills

- Graphic Design
- Digital Illustration
- Social Media Marketing
- Photography
- Image Editing
- Videography
- Motion Graphics
- Team Management

## Education

Bachelor's Degree in  
Graphic Design from  
The Art Institute of California,  
Orange County

Associates Degree in  
Web Design from  
Golden West College

## Professional Experience

### Graphics and Communications Supervisor | Beach Shops at CSULB

January 2018 - Present

- Managed a team of full-time, part-time, and student employees responsible for creating print, digital, web, and social media marketing material
- Created large scale multi-media advertising campaigns comprised of several components including: print ads, social media marketing, web graphics, video, large format signage, in store signage and displays
- Designed corporate logo, and a visual identity for all corporate materials including business cards, letter head, and signage
- Designed logos for multiple Beach Shops locations including the Caffeine Lab coffee shop and Beach Hut convenience store
- Maintained the visual identity and style of all individual shops and restaurants, giving each of them a distinct and recognizable look and atmosphere, while still adhering to the overall corporate identity.
- Illustrated large scale decorative signage and displays for Beach Shops retail locations
- Shot, edited and created motion graphics for promotional videos
- Organized photo shoots, took and edited photos and managed photographers
- Created marketing materials for on campus concerts, and events

### Graphic Designer | Visual Lighting Technologies

Dec 2015 - Jul 2017

- Designed product catalog, work included: layout, taking and editing product photos, creating technical drawings and wiring schematics, and copy writing
- Redesigned corporate logo, and a visual identity for all corporate materials including business cards, letter head, and all corporate signage
- Designed print ads, mailers, post cards, and all other marketing materials.
- Designed, sent and managed bi-monthly email blasts
- Took and edited all product photos
- Instructed other team members on how to edit photos using Photoshop
- Using digital illustration and photo manipulation, created photo realistic renderings of yet to be completed products for catalogs and promotional material
- Designed trade show signage and graphics
- Maintained and updated corporate web site



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## Professional Experience (continued)

Graphic Designer | AnaJet Inc.

April 2010 - Dec 2015

- Designed graphics for the corporate website and online store
- Designed T-shirt graphics to be printed at trade shows and as samples
- Designed artwork for advertisements, promotional materials (both domestic and international), and trade show booths
- Aided customers in the designing graphics specifically for garment printing
- Provided technical support to customers and distributors operating AnaJet Direct to Garment Printers
- Conducted weekly training classes for end users operating Direct to Garment Printers

## Awards & Honors

- Served on the Presidents Commission of Diversity Equity and Inclusion at Cal State Long Beach 2022-2023
- Recipient of Beach Shops "Achievement Award" 2019 and 2020
- Member at Large of Cal State Long Beach Staff Council 2019-2021
- Recipient of AnaJet's "Pace-Setter Award" 2014