

DANIEL TIRADO



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EDUCATION

Savannah College of Art and Design (SCAD)

Atlanta GA, BFA Illustration, 2008

EXPERIENCE

SKLZ

Carlsbad, CA - 2014 to present

Production Artist

- Produced catalogs for multiple seasons while following the current brand's standards.
- Created packaging for products across multiple categories.
- Maintained and archived files on the shared network.
- Developed a file naming structure to be applied to all files on the server.
- Ensured that files are gathered and packaged properly when being sent out for production.
- Would manage the outsourcing of images to be retouched if not done in house.
- Built and designed the art for various products.
- Developed the floor plan and artwork for booths to be used at trade shows and events.
- Produced point of sale displays for stores such as Dicks Sporting Goods or Sports Authority.
- Manipulated and enhanced RAW photos of models and products using Photoshop.
- Created artwork for various vehicles wraps.
- Directed product photo-shoots for multiple seasons.
- Photograph athletes at campaign shoots.
- Build the Brand Playbook for partners to follow.
- Built a Power Point template for the company to use.
- Record video to be used on social and web.

Rawlings Sporting Goods

St. Louis, MO - 2008 to 2014

Production Artist

- Produced product catalogs for various brands, following the current brand's standards or creating a new look if necessary.
- Created packaging for various products.
- Executed eye-catching signs and display booths to draw in crowds at trade shows and events.
- Produced point of sale displays for stores such as Dicks Sporting Goods or Sports Authority.
- Manipulated and enhanced RAW photos of models and products using Photoshop.
- Ensured that files are gathered and packaged properly when being sent out for production.
- Created vehicle wrap artwork for trucks and trailers to be used at various events.
- Created Interactive PDFs using digital publishing tools with InDesign.
- Designed t-shirts to be sold in stores.
- Took photos of products to be used in print and digital applications.
- After studying industry trends, I would design products such as bats, lacrosse sticks and more.
- Maintained and archived files on the shared network.

SKILLS

- Photoshop
- Illustrator
- InDesign
- Bridge
- Muse

- Lightroom
- Word
- PowerPoint
- Keynote
- Archiving files

- File Transfer Protocol (FTP)
- Paragraph Styles
- Character Styles
- Digital publishing
- Image manipulation

- DSLR camera
- RAW files
- Spanish

ACTIVITIES

- Company softball and kickball games
- Jarden's 10K in 10 days run
- Landscape and nature photography

- Picking up trash when I see it
- Selling photo prints on Etsy
- Hiking

TIRADO
ART