

# ANGELA MARQUEZ

industrial/product design + branding

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Los Angeles, CA

*I'm a designer, researcher, and maker focused on design thinking and storytelling for innovative design solutions for users.*

## EXPERIENCE

### **Drinco, Inc. - Creative Director** **May 2018 - Present**

*Monitor trends and competitor performance, by analyzing research data to discover innovative solutions and opportunities for drinkware products as well as marketing positioning them.*

*Created ideas to concept development to new product offering in the marketplace using mood boards, storyboards and brand identity;*

*-2D and 3D CAD execution for project rendering and presentations*

*-Developed marketing content to promote specific products to target demographics on Social Media platforms (Facebook and Instagram)*

*-Coordinate and create visual content for effective product merchandise ( Photography and Graphic Design); (packaging, pamphlets, website, and brand guidelines)*

### **Studio Dare to Explore - Owner / Freelance Designer** **May 2015 - Present**

**Bachué Bijoux, Creations Artisanales - Branding and Visual**

### **Yotrio Corporation - Designer** **July 2017 - March 2018**

*Developed and supervised design process among U.S. and China teams, from concept ideation, 3D modeling, and sampling to retail stores. Clients included; Target, Walmart(U.S.A., CA), The Home Depot (USA, Mexico), and more.*

### **MASHstudios - Jr. Designer** **Sep 2016 - July 2017**

*Generated design concepts and compelling graphics for computer rendering presentations. Developed brand experience and impact according to the users' needs. I created detailed drawings (CAD) for productions and budget estimation. Clients included: Facebook, Snapchat (Venice Beach, UBER)*

### **Umbra - Student Collaboration Project** **Jan - Mar 2015**

*Designed proposal for innovative housewares products keeping the aesthetic of the Umbra brand.*

## EDUCATION

### **IDEO.ORG - +ACUMEN** **Spring 2018**

*Human Centered Design, Social Entrepreneurship 101*

### **California State University, Long Beach** **2012 - 2016**

*Industrial Design B.S.*

### **Sierra College, Rocklin** **2009 - 2012**

*Applied Art and Design A.A. - Illustration*

## INVOLVEMENT

### **San Diego City College**

**2017 CASFAA Conference - Summer - Fall 2017**

*Logo and Branding Identity - CASFAA 45 Years*

### **Little Alex - Short film**

**Spring 2013**

*Set Designer*

## ACHIEVEMENTS

### **CSULB Honorable Mention**

**Spring 2016**

*Sustainable project showcase - Polli Snak*

### **Biomimicry Global Design Challenge**

**Spring 2015**

*Polli Snak*

## SKILLS

### **Design**

*Concept ideation, CMF development, Branding & Logo Identity, User Experience, Research, Presentation design.*

### **Software**

*Adobe Creative - Photoshop, Illustrator, InDesign  
Invision, SolidWorks, Keyshot, 3Ds Max, Octane,  
Balsamiq, Keynote, M.O PowerPoint, M.O Excel*

### **Analog**

*Sketching, Rendering, Prototyping, Photography*