

JC DELA CUESTA

Multidisciplinary Designer.

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Experience

Pfeiffer - A Perkins Eastman Studio **Lead Designer**

2020 — Present • Los Angeles, CA
Lead designer on firm-wide marketing initiatives including proposals for new work, print materials/editorial design, branding, and inhouse production. Provides high-impact design solutions for business development pursuits and rebranding efforts.

IDM Brand **Senior Designer**

2017 — 2019 • Santa Monica, CA
Managed a small team of designers and animators inside the agency focusing on concept design for websites and mobile apps, art direction, and branding. Led UX strategy and implementation for key clients like Caesarstone and IKEA.

Bloc.io **UX Design Apprentice**

2016 — 2017 • Remote
Mastered UX/UI and front-end fundamentals from a top-rated design bootcamp. Responsible for the strategy, visual design and development of multiple projects. Designed and deployed interactive prototypes for user testing and completed design cycles by building out solutions in HTML/CSS.

18th Street Arts Center **Web Designer**

2014 — 2015 • Santa Monica, CA
Collaborated with Marketing Director across a wide variety of cross-media projects involving website design, branding, photography, and social media graphics.

Education

Bloc
Certificate, UX Design Program
2016 — 2017 • Remote

ArtCenter College of Design
Continuing Studies Program, Photography
2015 — 2016 • Pasadena, CA

Riverside City College
AA, Digital Media & Printing
2012 — 2014 • Riverside, CA

University of California, Riverside
Pre-Business Program (Marketing)
2010 — 2012 • Riverside, CA

Skills

Adobe Creative Suite
Sketch
Figma
UX/UI Design
Concept Development
Interactive Design
Prototyping
Art Direction
Branding & Identity
Typography
Print & Web Design
HTML/CSS

Awards

Semplice Showcase — 2019
Bloc Featured Alumni — 2019
W3 Awards, Gold, Print Design — 2017
Davey Awards, Silver, Web Design — 2017
ArtCenter Featured Photographer — 2016

References

Frederik Sisa, Marketing Manager
@ Anderson Brule Architects

Kaley Haliburton, Marketing Manager
@ Morley Builders