

# JC DELA CUESTA

Freelance Designer.

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## Experience

### Timelapse

#### Freelance Designer

August 2021 — Present • Remote

Lead designer for the creative agency's largest account: VEC. Responsible for creating digital marketing assets, print design, and leading website design efforts.

### Pfeiffer - A Perkins Eastman Studio

#### Marketing Design Lead

2020 — November 2021 • 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.

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## 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

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## 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

**Olivier Roth**, Founder & CEO  
@ Timelapse

**Frederik Sisa**, Marketing Manager  
@ Anderson Brule Architects

**Kaley Haliburton**, Marketing Manager  
@ Morley Builders