



JOHN D. RAMIREZ

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## Professional Summary

Versatile and results-driven marketing professional with a proven track record in graphic design, digital media, and front-end development. Known for building impactful brand identities and leading cross-functional creative projects from concept to execution. Well-versed in Adobe Creative Suite, HTML/CSS, JavaScript, and Microsoft 365, with a portfolio spanning healthcare, construction, and professional sports. Ready to bring strategic creative leadership to a growing team.

## Skills

- Extensive experience in Digital UI and Graphic Design, Marketing, Video Production, and Photography.
- Experienced in pre-press and printing, including artwork set-up (traditional and digital), digital file preparation, and full understanding of spot and process printing.
- Extensive knowledge of Macintosh, Linux, and Windows platforms.
- Strong computer skills in design-based and technical applications:

• Photoshop	●●●●●	• SharePoint UI/Admin	●●●●○	• MS Word	●●●●●
• Illustrator	●●●●●	• HTML	●●●●●	• MS PowerPoint	●●●●●
• InDesign	●●●●●	• CSS	●●●●●	• MS Excel	●●●○○
• Premiere	●●●●○	• Javascript	●●●○○	• InfoPath	●●●●●

## Experience

**Leidos QTC  
Health Services**  
San Dimas, CA  
2016 – Current

### Multimedia Designer | SharePoint Front-End Development and Administration

- Developed and implemented company-wide brand standards, establishing a cohesive and professional visual identity across all marketing channels; led a rebranding initiative that improved brand recognition by an estimated 40% based on internal surveys and digital analytics. As the company evolved, the parent company's branding guidelines were adopted and integrated; my role ensured alignment and consistent application across all materials produced by the immediate communications team and broader organization.
- Produced high-impact static, video, and motion graphics for social media, contributing to a 60% increase in engagement and a 35% growth in followers within six months.
- Designed strategic multimedia campaigns with marketing, HR, and executive teams to support key business initiatives, such as RHRP, recruitment, clinic initiatives, and employee engagement.
- Championed the development of a modern, user-friendly SharePoint intranet site that improved internal communication, streamlined document sharing, and reduced team email volume by 60%; customized workflow forms, web parts, permissions, and layouts to meet cross-departmental needs.
- Branding and design advisor to colleagues across departments, conducting informal training sessions and ensuring visual consistency in presentations, reports, and internal communications.
- Spearheaded process improvements in asset development by creating templates and style guides, reducing production time by 35% and enabling faster turnaround on high-priority projects.

**Parex USA  
(now Sika)**  
Anaheim, CA  
2008 – 2016

### Sr. Graphic Designer

- Designed and maintained a wide range of marketing collateral—including brochures, color charts, product packaging, trade show graphics, and point-of-sale displays—across eight distinct brand lines (Parex, LaHabra, El Rey Stucco, Merkrete, Mer-Ko, Teifs, Elite, Variance Finishes), ensuring cohesive visual identity and brand consistency.
- Created targeted digital assets for email campaigns and social media, increasing engagement rates by an estimated 45% and expanding brand visibility in key markets.
- Led cross-functional creative projects from concept to completion in partnership with Brand & Communication Managers, delivering high-impact materials that supported marketing strategies and accelerated product awareness.
- Developed web and print award-winning advertisements for national and international publications, helping position the brand competitively in domestic and global markets.
- Leveraged photography, post-editing, color management, layout, typography, and illustration skills to produce visually compelling marketing assets tailored to regional and market-specific needs.

## Education

**University of  
Arizona**  
Tucson, AZ  
2020 – 2024

**Bachelor of Arts**  
Public Relations and Marketing

