



Gabriel E. Herrera

1731 Country Dr.
Ojai, CA 93023
gabe@theherreradesigns.com
805.509.4183

Education

2005 – 2008

California State Polytechnic University, San Luis Obispo
Art and Design Major / Concentration in Graphic Design
Enrolled in classes focused in graphic design, 3D design and photography

2001 – 2005

Santa Barbara City College: Santa Barbara, CA
General Studies / Multimedia Arts and Technology
Experience in Illustrator, Photoshop, Dreamweaver, InDesign, Flash
Experience Color and Design, Graphic Design creating various types of hard copy
Drafting, classical animation, computer science and programming

Design Experience

PULL Inc. Corporate+Brand Identity Consultants - January 2009 - present

Intern - production work, logo design, package design

Zakka Creek Industries: June 2007 - present

Designed business identification system for various businesses:

Figure It Out, Ethno Buddies, Bal-Sak, Bil-Sak, and Shot-Trak

Designed and produced photos for multiple brochures

Consulted on product development, textile creation, 3D and package design

Discount Party Rental: January 2001 - present

Created business identification system

Logo, Business Card, Letterhead, Price Guide

Designed, maintain and produced photos for the website

Work Experience

September 2004 – September 2005

Ojai PC Pros: Ojai, Ca

Part Time Manager / Computer Repair / Customer Service Representative

Repaired multiple operating systems:

Windows 95, 98, 2000, Me, Xp and Mac OS X

Repaired multiple hardware and software problems

Experience with inventory and demanding customer service

Activities

Member of AIGA Cal Poly Student Chapter, 2006-2008

Tech Skills

Proficient in Adobe Creative Suite, and MS Office

Experience with Web software including Dreamweaver and Flash

Interested in cross platform web 2.0 technologies: CSS, HTML, Ajax and AIR

Comfortable using both Windows and Mac OS X

Portfolio and references available upon request