

RENE BUSTAMANTE JR.

Creative Problem Solver

Los Angeles, CA 90049

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Portfolio: juniorbustamante.com

Experienced, knowledgeable, and resourceful Creative Designer with a BA focused in Design/ Media Arts from the University of California, Los Angeles. Skilled in Graphic Design, Frontend Web Development, Digital Marketing, and Video Editing.

Authorized to work in the US for any employer



WORK EXPERIENCE

Senior Graphic Designer/Art Director

Wilshire Boulevard Temple - Los Angeles, CA

October 2015 to Present

- Established a fresh brand direction for the Temple's properties including Brawerman Elementary Schools, Early Childhood Centers, two summer camps, and a new event space property designed by Rem Koolhaas, The Audry Irmas Pavillion.
- Created the visual brand identity of the Karsh Social Service Center, an innovative new social service center for residents of Los Angeles.
- Designed ads, visual collateral for major events for schools, camps and congregation, print marketing collateral, gifs and infographics.
- Created a mobile-friendly redesign for the Temple's Brawerman Elementary Schools, including a highly demanded custom app-like UI.
- Directed photoshoots for photos to be used in digital and print marketing.
- Spearheaded a new direction for raising awareness using marketing automation and a new visual identity for WBT's Purim Carnival Fundraiser.
- Managed an in-house Jr Graphic Designer, plus additional freelance designers and photographers on an as-needed basis. Also trained administrative assistants on maintaining proper branding guidelines in day-today communications.
- Developed marketing campaigns using social media ads, landing pages, and email drip campaigns to track user engagement, and conversions.
- Developed High Holy Days App in an effort to digitize formally printed materials for major events (for Android and iOS)
- Developing App to enable virtualization of Temple services and classes during Covid quarantine measures. The App aggregates data from YouTube, Finalsite CMS, and website iCal web feed to dynamically keep App content synced with stream/program updates on the Temple's website. App contains video streaming sessions, a calendar feed of upcoming events, and a catalogue of video content for learning, leisure, and lectures.

Web and Technology Manager

TreePeople - Beverly Hills, CA

June 2011 to September 2015

- Managed the relaunch of treepeople.org, from an existing and deeply complex Drupal installation, into a new and more efficient Drupal installation that included a new webdesign/theme. Worked closely with web development agency to include

bi-directional sync with Salesforce CRM and custom plugin function of the Tree Dedication Card Online Store.

- Served as webmaster of new treepeople.org website, and created other microsities, landing pages for events and a custom field trip-scheduling tool built of WordPress.
- Continually improved user interface and user experience throughout website for desktop and mobile devices.
- Performed regular quality control audits on websites (based on Drupal, Wordpress), addressed website issues/requests.
- Managed volunteers, to improve UI/UX and test new functions of website.
- Oversaw web metrics for website via Google Analytics.
- Ensured website was search engine optimized keep current on SEO trends
- Oversaw the scheduling and design of all marketing emails.
- Designed and produced web/email-based marketing and sales promotions for newsletters, digital editions, featured content areas and surveys.
- Designed social media posts and visual event presentations.
- Strategized and implemented web-based marketing automation for a number of digital fundraising efforts (on ExactTarget, Salesforce Marketing Cloud, and Mailchimp).

Webmaster/Designer

UCLA Arts - Los Angeles, CA
September 2009 to August 2011

- Updated the school's website with necessary content updates.
- Managed Content Management System for UCLA School of Arts and Architecture, components, plugins and modules.
- Created and coded weekly newsletters highlighting weekly arts events.
- Designed flyers, greeting cards, websites when needed.

Video Editor

University of California, Los Angeles - Los Angeles, CA
September 2010 to June 2011

- Assisted in various video related projects from shooting to editing (mostly editing).
- Handled video screening and managed the UCLA YouTube page.

Print Designer

UCLA Anderson School of Management - Los Angeles, CA
March 2010 to August 2010

- Created various print designs (calendars, booklets, book covers).
- Edited complex print projects for Anderson Alumni publications.
- Designed within bounds of the school's visual style guide.

Designer

City of Los Angeles Mayor's Office - Los Angeles, CA
June 2009 to August 2009

- Created logo, and UI deliverables to be used in mayor's new website.
- Created video animations to be used in 'Ask the Mayor' webseries.
- Drafted logo pitches to promote new street driving policies.
- Met the mayor (twice!).



EDUCATION

Bachelor's in Design/ Media Arts

UCLA - Los Angeles, CA
September 2008 to June 2011



SKILLS

- Web Design (8 years)
- Logo Design (8 years)
- Graphic Design (9 years)
- Wordpress (7 years)
- Typography (4 years)
- After Effects (3 years)
- Digital Marketing (5 years)
- Branding (5 years)
- Frontend Development (7 years)
- Video Editing (4 years)
- Email Design (6 years)
- Indesign (8 years)
- Photoshop (10+ years)
- Illustrator (9 years)
- Adobe Creative Suite (10+ years)



LINKS

<https://juniorbustamante.com>

<https://www.linkedin.com/in/juniorbustamante>



ASSESSMENTS

Graphic Design — Highly Proficient

July 2019

Using graphic design techniques and producing visual media to communicate concepts.

Full results: https://share.indeedassessments.com/share_to_profile/97ada105f422c121a8d5d1e3383733ddeed53dc074545cb7

Marketing — Highly Proficient

January 2020

Understanding a target audience and how to best communicate with them.

Full results: https://share.indeedassessments.com/share_to_profile/282d796db0d369b40d83b902fec3656ceed53dc074545cb7

Social Media — Highly Proficient

January 2020

Creating content, communicating online, and building a brand's reputation.

Full results: https://share.indeedassessments.com/share_assignment/x9r9qhudk06fo822

Search Engine Optimization — Highly Proficient

January 2020

Interpreting online website performance metrics and understanding search engine optimization tactics.

Full results: https://share.indeedassessments.com/share_assignment/tqd-0vhudcamfy6w

Market Research — Highly Proficient

January 2020

Analyzing data and using market research tools.

Full results: https://share.indeedassessments.com/share_assignment/u4ixrwenukeqrik

Attention to Detail — Highly Proficient

May 2020

Identifying differences in materials, following instructions, and detecting details among distracting information.

Full results: https://share.indeedassessments.com/share_to_profile/39b14820dca6fa6d91ec45796d7de493eed53dc074545cb7

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