



Mikko Serrano

Graphic Designer & Illustrator

www.mikkoserrano.com

Currently Based in
San Diego
California

OPEN
to EST

201.982.2020

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WORK EXPERIENCE

FREELANCE DESIGNER

2009 - PRESENT

NEW YORK // SAN DIEGO

- Strongly focusing on branding & Identity for multiple clients & brands nationwide, logo systems, brand strategy, style guides, social media..etc
- Worked with a variety of print materials: label & packaging design, collateral, stickers, banners, menus, apparel/merch and more
- Hand & Digital Illustration: retro illustrations, lettering, custom iconography character design, graphics for apparel wear, and corporate Memphis
- Built UI/UX wireframes and worked closely with web developers to create the best responsive websites for smaller businesses. Or personally built custom sites on Squarespace.

M BOOTH COMMUNICATIONS

2016 - 2019

NEW YORK, NY

- Worked under the digital team as a Visual Designer
- Created social content that consisted of digital illustrations, design, animations, that were mainly for Google's social platforms and other clients
- Created print material for brands and client events such as: Jaegermeister, Macallan, Nivea, Eucerin, Noosa, WeVibe, Helluvagood
- Provided product and event photography for Sam Adams, Honest Tea, Godiva, and other clients as well as being the in house photographer doing headshots and lifestyle stock photos around the office

VITRO ADVERTISING

2015 - 2016

SAN DIEGO, CA

- Worked on a variety of projects for Wild Turkey Bourbon, Red Robbin, Build.com, Alaska Communication and more
- Developed Branding and Style Guides for clients
- Worked along side with copywriters for Ads (TV, print and social media)

CATCH 24 ADVERTISING

2015 - 2015

NEW YORK, NY

- Freelance Graphic Designer working with multiple brands such as: The New York Yankees, Lufthansa Airlines, COTY inc. and more
- Conceptualized and executed artwork for marketing materials, creative pitch decks, and websites

INSTAGRAM

Personal: @me.k0
Branding & Illustration: @oddlands.us
Photography: @mikko_serrano

REFERENCE UPON REQUEST



EDUCATION

2009 - 2012

The Arts Institute
New York City
AAS in Graphic Design

2012-2014

The Arts Institute
California - San Diego
BS in Graphic & Web

SKILLSET

Brand & Identity
Hand Illustration
Corporate Memphis
Packaging
Apparel Design
Social Media
Iconography
Product Design UI/UX
Infographics

Concept Development
Brand Strategy
Art Direction
Color Theory
Style Guides

SOFTWARE SKILLS

Photoshop	Keynote
Illustrator	G-Suite
InDesign	Adobe XD
Lightroom	Sketch
Procreate	Figma

PERSONAL SKILLS

Flexibility/Adaptability
Team Player
Critical Thinking
Open Minded
Willingness to Learn

HOBBIES & INTEREST

Cooking	Hip Hop
History	Dance
Boxing	Basketball
Comedy	Fishing
Fashion	Travel