



Mikko Serrano

Graphic Designer & Illustrator

www.mikkoserrano.com

Currently Based in
San Diego
California

OPEN
to EST

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WORK EXPERIENCE

FREELANCE DESIGNER 2009 - PRESENT NEW YORK // SAN DIEGO

- Worked with a variety of Agencies nationwide as creative contractor.
- 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 digital corporate memphis
- Built UI/UX wireframes and worked closely with web developers to create the best responsive websites for smaller businesses.

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 eventssuch as: Jaagermeister, 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 to develop story boards 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

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

INSTAGRAM

Branding & Illustration: @meekz.design
Photography: @mikko_serrano

REFERENCE UPON REQUEST

