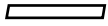


ETHAN FONTES



PORTFOLIO

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PHONE

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LINKEDIN

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SKILLS

DESIGN PROGRAMS

Adobe Creative Suite,
Illustrator, InDesign, Canva,
Photoshop, Premier,
Acrobat, After Effects

CREATIVE

Brand Identity, Environmental
Graphics, Social Media, Email,
Typography, Logo Design,
Packaging, Event Promotion,
Presentation, Photography

PROJECT MANAGEMENT

Google Drive, Dropbox, Jira,
Microsoft Office, Asana, Slack

CERTIFICATIONS

Adobe Certified Professional

Adobe Illustrator

Google Ads Search

Google Digital Academy

Inbound Marketing

Hubspot Academy

EDUCATION

Graphic Design, BFA

Business Marketing Minor
University of the Pacific

EXPERIENCE

CREATIVE SERVICES MARKETING INTERN | JUNE 2025 — AUGUST 2025 DREAMWORKS ANIMATION

- Designed digital ads for DreamWorks TV series *The Bad Guys* and *Gabby's Dollhouse*. Digital ads were prominently featured in *Variety* for Animators to Watch and award nominations.
- Created presentation decks for Vice President of Marketing.
- Analyzed streaming key art trends and franchise history to understand impact on viewer engagement. Evaluated and compared agency graphics from competitive platforms to support upcoming TV seasons.
- Organized production artwork for an upcoming, unannounced TV series.

GRAPHIC DESIGN ASSISTANT | AUGUST 2024 — MAY 2025 PACIFIC ATHLETICS

- Developed branded content for in-arena displays and social media.
- Operated live video boards and coordinated real-time, in-game promotions during games.

GRAPHIC DESIGNER, MARKETING & EVENTS | JUNE 2024 — MAY 2025 ASSOCIATED STUDENTS UNIVERSITY OF THE PACIFIC

- Designed digital and print promotional materials for campus events: Block Party, Homecoming, and OASIS. Enhanced student engagement by 18%.
- Created and scheduled over 50 social assets including posts, stories, and reels for Instagram and Facebook.

MULTIMEDIA INTERN | JUNE 2024 — AUGUST 2024 MAKE-A-WISH

- Developed Instagram and Facebook templates, streamlining event promotions and weekly wishes.
- Designed sponsorship signage, maps, wayfinding, and team merchandise for live fundraiser, *Walk for Wishes*.
- Created social media posts and website/email banners for fundraising campaigns *Wild West for Wishes*, *Airplane Miles*, and *Wish Insiders*.

CREATIVE DIRECTOR | JUNE 2022 — MAY 2024 ASSOCIATED STUDENTS UNIVERSITY OF THE PACIFIC

- Led a team of 9 designers and photographers to design, produce, and execute promotions and sizzle reels for a variety of campus/club events.
- Designed, developed, and implemented a brand style guide to strengthen brand recognition and ensure consistent visual and messaging across departments and communication channels.
- Established standards for logo usage, typography, color palette, imagery, and design to support cohesive marketing and brand strategy.

BARISTA | DECEMBER 2020 — MAY 2025, OCTOBER 2025 — PRESENT STARBUCKS

- Delivered fast, friendly customer service while crafting quality caffeinated beverages in a coffee master apron.
- Demonstrated commitment to consistently working early morning hours, late nights, and weekends for nearly five consecutive years.