



**RANDALL E. VALLEJOS**  
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[revallejos.com](http://revallejos.com)



## SOFTWARE & SKILLS

Photoshop  
Illustrator  
InDesign  
Packaging  
Microsoft Office  
Branding  
Storyboard and Concepting  
Ideation to Mock-ups  
Sketching  
Video Editing  
Wireframing  
Email Marketing



## RECOGNITION

**iStock, Inc. Battle Royale  
Contest 2007 Finalist**



## EDUCATION

**Bachelor of Arts, Emphasis in  
Graphic Design**  
San Diego State University, 2004

## WHAT'S MY NAME?

**Randall E. Vallejos**—a versatile and hands-on design professional with 16 years of corporate branding experience. Agile in changing environments; implements creative thinking within parameters of cross functioning strategy. Values craftsmanship and attention to detail throughout the entire design process.



## DESIGN EXPERIENCE

### Media Designer, Strategy & Emerging Business, Program PINPOINT pilot

*HP Inc., San Diego, CA. March 2020 – present*

- Coordinate and produce virtual pilot demo at HP's San Bernadino Distribution Center; pivoted from physical videography to online capture because of pandemic
- Design and video edit PINPOINT program story to get approval from HP leadership
- Work with HP partner and developers, optimizing UX app functionality and interface

### Graphic Designer, HP Site Flow

*HP Inc., San Diego, CA. November 2019 – present*

- Conceptualize and design collateral for Site Flow sales team
- Create email marketing tools for workshops and program education
- Design artwork for social media posts, advertising webinar registration and call to action
- Design PowerPoint slide decks for webinars and customer-facing sales tools
- Design print advertisements for well-known industry publications and tradeshow

### Graphic Designer, Link Technology Team

*HP Inc., San Diego, CA. August 2015 – November 2019*

- Conceptualized packaging demos for HP's partners, utilizing Link's marking technology
- Created portfolio of printed samples for Facebook's COO, Sheryl Sandberg, intertwining Link's marking technology with the digital realm of social media
- Created marketing brochures and displays for tradeshow
- Designed TIDE packaging samples for Procter & Gamble with Link's watermark technology, showcasing a call to action to P&G's social media page and purchase savings
- Created storyboarding and product samples for customers' Disneyland resort experiences, where Link unlocks digital photos at park to physical printed keepsakes
- Created YouTube instructional videos for print service providers
- Designed PowerPoint slide decks for current and new business partners of HP

### Graphic Designer, Paper Supplies Marketing

*Hewlett-Packard Company, San Diego, CA. August 2004 – August 2016*

- Conceptualized and design media pack prototypes for Marketing and R&D research
- Created packaging content for HP Photo media packs: Staples, Office Depot, and Costco
- Created sales tools for HP accounts: Staples, Office Depot, and Walmart
- Designed product endcap, pallet, and inline displays for retail partners
- Created storyboards and PowerPoint slides of customer's retail-to-home experience
- Designed tradeshow wallpaper art for partners: Disney, Viacom, and Dreamworks
- Designed brochures and displays for well-known industry trade shows
- Created CEO sponsored employee awards for HP San Diego campus

### Page Designer

*Career Services, San Diego State University, San Diego, CA. July 2003 – April 2004*

- Designed newsletters and brochures for campus
- Designed advertisements for department, published in The Daily Aztec newspaper

