

DOMINIC DeCARLO



GRAPHIC DESIGNER

EXPERTISE

Mastery of Adobe
Graphic Production Suite

Web Design experience
with knowledge of CSS,
Drupal, and Javascript.

Traditional Printmaking
experience in Intaglio,
Lithography and
Letterpress.

Experience in
commercial and
corporate photography.

DESIGN SKILLS

Typography

Print Design

Illustration

Web Design - Drupal

JQuery / Javascript

CONTACT

Dominic DeCarlo

Email:
dom@dominicdecarlo.com

Portfolio:
<https://dominicdecarlo.com>

PROFILE

I am Dominic Decarlo, a Graphic Designer from San Francisco. Using my background of fine arts and my proficiency in problem solving, I work to **employ rational and interesting approaches to creative design**. I look for things to be fixed, whether it be my garden gate or a complex branding solution for a rising startup. I **propose alternatives to existing models and challenge already established ideas of art direction and normative branding**. Striving for **clear and concise design**, I develop these solutions and propose them in easily understandable ways.

EXPERIENCE

**San Francisco State University, San Francisco CA —
Web and Graphic Designer —
May 2018 - Current**

Hired to redesign the visual concept and new stylistic approach for the SFSU University Development website. Creating Drupal templates and utilizing the web framework Bootstrap to create easy to use and visually appealing templates for fundraising stories and event news. Worked with fundraising department at SFSU to create email templates for the schools mailing list to advertise events and opportunities. Also served as the in office Graphic Designer, creating various icons, advertisements, infographics and other assorted visual assets for the Universities websites, email newsletters, and print projects.

**Freelance Graphic and Web Design —
September 2015 - Current**

Freelance web and logo designer for several small companies and businesses in the San Francisco and Los Angeles areas. Worked with clients to tailor deliverables to their specification.

**San Francisco State University, San Francisco CA —
Graphic Design Assistant
November 2016 - May 2018**

Student internship position with the University Communications department, designing the implementation of San Francisco States branding standards to print and web deliverables. Also employed for the creation of illustrations. Geo-Filters and advertisements for San Francisco States various social media accounts. Later, handled the various branding and guideline reviews for new school websites, implementing changes and using the CMS - Drupal - to design various web pages from the ground up. Created style templates and edited HTML pages using Bootstrap to provide clear and concise web design inside the Drupal framework.

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**Tara Firma Farm, Petaluma CA —
Farm Hand, Branding Consultant
September 2015 - April 2017**

Tara Firma Farm is the largest organic livestock CSA in California, supplying 500+ members with grass-fed, non-GMO, organic produce and meat for the last 6 years. I maintain the value of the land and the health of the animals most mornings and nights. Maintenance includes repairing fences, as well as finding creative ways to use minimal resources to ensure the continued health of the animals and tools we use. I was also responsible for sales at the on-site store, maintaining extensive knowledge of our rotating pasture system as well as the health needs of the animals. Later, I took on graphic design and photography responsibilities for the re-haul of the website, including creation of flyers, email templates, as well as writing and editing new copy for upcoming events as well as serving as a copy editor for the website (tarafirmafarms.com).

EDUCATION

**San Francisco State University, San Francisco —
Bachelors of Science, Visual Communication Design
September 2016 - May 2018**

Graduated with distinction Magna Cum Laude.

**Sonoma State University, Rohnert Park CA —
Computer Science
Sept 2012 - May 2014**

Studied general education requirements with the goal of a degree in Computer Science with a later goal of grad school with a focus in graphic design. Took advantage of fine arts classes with a minor in Fine Arts. Found interest in web design and used this experience while at San Francisco State University.

AWARDS

3rd place - 1st annual San Francisco State University College of Science and Engineering Competition - *Coscribe app* - 2017

Fine Art at San Francisco State University 19th and 20th annual Stillwell Student Exhibition - selected for display in SF State Presidents office
2017-2018

Participant 2018 San Francisco State URSCA, Undergraduate Research Showcase competition.

Graduated Magna Cum Laude Bachelors of Science in Visual Communication Design from San Francisco State University.