



J O C H U

I am a multidisciplinary creative looking to expand my skillset.

I have special interests in branding, package design, illustration, and print.

E D U C A T I O N

University of San Francisco

College of Arts and Sciences | Class of 2021

I graduated with a Bachelor of Arts in Design and a Minor in Fine Arts.

University of the Arts London

London College of Communication | 2020

I took the courses Brand Narratives and Packaging Design for a semester abroad in London in the Graphic Branding and Identity program.

S K I L L S

Adobe Creative Suite, Google Suite, Figma, Apple Keynote, Shopify, photo retouching, digital photography, illustration, HTML + CSS

E M P L O Y M E N T

Graphic Designer

Weedsy, EnvyCBD, Eighty Six | 2022

Design newsletters and social media content across the brands. Conceptualize and create new packaging for products. Create apparel and merchandise designs.

Junior Graphic and Brand Designer (Contract)

Guacamole Airplane | 2021

Create graphics for new product packaging following brand guidelines. Mockup UX flow for customer unboxing experience. Draft up mockups, dielines, and aid in structural packaging. Clients included Lettuce Grow, Nike Los Angeles, and Clé Tile.

Student Design Manager

The Graphics Center | 2020 - 2021

Manage website, social media, and posts. Create a brand new website to showcase team and work. Delegate and organize projects between 5 to 7 designers. Organize and facilitate weekly meetings and critiques. Plan and coordinate internal and partnered events, workshops, and alumni talks for the USF design community.

Student Designer | Student Junior Designer

The Graphics Center | 2018 - 2020

Work with clients and create content for social media, branding, promotional materials, and print. Report back to managers and assist on projects.

Graphic Design Intern

deYoung Museum | 2019 - 2019

Creating signage for exhibits and invitations for donor events. Organize and aid in daily tasks. Create a system to document graphic design work for past exhibitions.

Photo Retoucher

University of San Francisco | 2018 - 2019

Photoshop and retouch photos for the book, *Super 8: An Illustrated History*.

Styling Assistant Intern

Forever 21 | 2017 - 2017

Assist fashion stylists in 2 to 5 photoshoots daily. Organize clothing, jewelry, and accessories. Pull clothing, keep racks organized, and dress and accessorize models and sets.