



LITTLE COWBOY STUDIOS

JERRY GOEN
SR. GRAPHIC DESIGNER

1751 PASTORAL WAY
SAN MARCOS, CA 92078
STUDIO 760 809 7993

littlecowboystudios@gmail.com | littlecowboystudios.com

Experience

Little Cowboy Studios - San Diego

PRINCIPAL / SENIOR BRANDING DESIGNER
MAY '17 - PRESENT

- ▶ Focused mainly on branding, consisting in both print and digital applications. I work closely with clients to help them communicate their vision in the market place.

LPL Financial BrandPartners - San Diego

SENIOR MEDIA DESIGNER
APRIL '10 - MAY '17

- ▶ As a lead designer for BrandPartners—my job was to create, design and manage branding concepts for LPL Financial advisors. This included; logos, brochures, pocket folders, business papers and websites. A detailed list of my role and responsibilities include:
 - Lead the creative design portion/questions of the marketing consultation discovery calls
 - Managed branding projects from concept to completion
 - Art directed and design effective marketing materials for financial advisors
 - Collaborated with other designers on advisor marketing campaigns
 - Helped create efficiencies and developed standard processes and approval guidelines to streamline the consultation program
 - Strategized and researched ways to bring more visibility and recognition to the custom design work and consultation program

Freelance - San Diego

SENIOR DESIGNER / ART DIRECTOR
OCTOBER '08 – APRIL '10

- ▶ Worked directly with clients designing and producing company identities, annual reports, websites and sales collateral. Applied my graphic illustration style to create posters for various causes and events for companies that include the biotech industry, educational institutions, various small businesses as well as non-profits.

Patera Design - San Diego

SENIOR DESIGNER / ART DIRECTOR
APRIL '03 – OCTOBER '08

- ▶ Responsible for concept, design and art direction of annual reports, brand identities, websites, brochures, direct mailers and in house collateral. Direct client contact on all projects including creative presentations. Generated various illustrations utilizing both Illustrator and Photoshop programs. Executed the production on all my projects.

Goss Keller Martinez, Inc. - Del Mar

SENIOR DESIGNER / ART DIRECTOR
MAY '95 - APRIL '03

- ▶ Mainly focused on concept, design and production of annual reports, corporate logos, and brochures. Direct client contact on all projects including creative presentations. Art directed photo sessions, selected photographers and illustrators as well as interfaced with industry vendors. Oversaw press checks of all printed materials. Set and followed budgets and approved invoices.

Intralink Film Graphic Design - Los Angeles

ART DIRECTOR
MARCH '90 - MAY '93

- ▶ Responsible for concept, design and art direction of movie posters, logos and miscellaneous collateral pertaining to the entertainment industry. Also involved in illustrating and producing black and white as well as color comps for client presentations. Art directed photo sessions. Oversaw press checks of printed materials.

Education

Art Institute of Houston

SEPTEMBER '81 - DECEMBER '83
Associate of Applied Arts Degree - Advertising Design

Recognitions

American Corporate Identity, American Graphic Design Awards, American Inhouse Design Awards, Association of Marketing and Communications Professionals, Communication Arts, Graphis Poster, Hermes Creative Awards, How's International, MarCom Awards, Neenah Paper National Letterhead Competition, Print Magazine, The San Diego Creative Show, USA Trademarks and Western Art Directors Club

Technical Skills

Fluent in Adobe Creative Cloud: ▪ Illustrator ▪ InDesign ▪ Photoshop ▪ Acrobat Pro
Experience in: ▪ Acrobat: Interactive PDF's ▪ Excel ▪ Outlook ▪ Prezi ▪ Powerpoint ▪ Word ▪ Workamajig ▪ WorkFront