

YULIN KARAIOSCOS

CREATIVE PROFESSIONAL

DIRECT: (909) 210-2814
YKARAIOSCOS@YAHOO.COM
SOUTHERN CALIFORNIA

CORE QUALIFICATIONS

- DESIGN
- ILLUSTRATION
- ART DIRECTION
- PHOTOGRAPHY
- PROJECT MANAGEMENT
- CONTENT CREATION
- PRINT PRODUCTION
- BRANDING/IDENTITY SYSTEMS
- PACKAGING AND RETAIL DISPLAY
- MARCOM

SKILLS

- ADOBE CREATIVE SUITE® CC
- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- PREMIERE
- AFTER EFFECTS

CODING AND WEB

- HTML 5/CSS
- JAVASCRIPT
- WORDPRESS
- GOOGLE ANALYTICS
- SEO/SEM
- E-COMMERCE

REFERENCE AND WORK

- LINKEDIN/YULINKARAIOSCOS
- YULINKARAIOSCOS.COM
- BEHANCE.NET/YULINKARAIOSCOS
- REFERENCES AVAILABLE AT REQUEST

EDUCATION

CHAFFEY COLLEGE
AA IN DIGITAL MEDIA AND DESIGN

EXPERIENCE

YUNEEC ELECTRIC AVIATION – CORONA, CA.
SENIOR CREATIVE STRATEGIST
LEAD GRAPHIC DESIGNER

1/2018 – 7/2019
10/2015 – 1/2018

- Directed and inspired our digital media and online out-reach by overseeing and approving all U.S. web based assets, content creation and video based production.
- Created original designs for in-store, storewide advertising campaigns, catalogs and seasonal events for the largest retail brands in the nation.
- Worked directly with Intel's marketing team in developing product messaging for a high-level collaborated product launch.
- Resourcefully managed budgets for all creative and promotional expenses while consistently staying under budget by an average of 12%.
- Drove revenue growth by initiating and developing all creative assets for our Amazon A+ content and stores portal by directly connecting with our social media engagement.
- Coordinated, directed and oversaw the production of all US promotional events including tradeshow such as NAB, PPI, InterDrone and CES while occupying a 50 sq. foot space and managing up to 60 employees/partners.
- Responsible for creating content for our integrated media campaigns by developing and managing scripts, storyboards, talent and on-location direction for our tutorial videos, in-store commercials and product "Hero" videos.
- Integral part of the team and process that completely overhauled our domestic based site into an aligned global marketing and e-commerce platform.
- Worked directly with Ellen Show for our participation in the 12 days of Christmas and The Science Channel with the LVMPD for a show about the features of our company and products.
- Regularly interacted with our product development team in China. Cohesively worked on issues such as; conceptualization, specs, color selections, packaging, copyrights, translations, manuals, etc.

NOTABLE CLIENTELE: Intel, BestBuy, Costco, Amazon, Wal-Mart, Cabala's, and Sharper Image

GET MORE WRAPS, INC.- ONTARIO, CALIFORNIA
SENIOR DESIGNER/PRODUCTION MANAGER

11/2014 - 10/2015

- Provided direction and quality control over the entire project process from design to print to installation.
- Effectively communicated with clients throughout their projects to successfully solve problems and exceed expectations.
- Responsible for reviewing, supervising and approving work produced by a team of three junior designers.

NOTABLE CLIENTELE: Monster Energy, UPS, Solar City, AT&T, Vans, Various Celebrities and Athletes

CALICO BRANDS, INC. - ONTARIO, CALIFORNIA
GRAPHIC ARTIST/PROJECT DEVELOPER

10/2011 - 11/2014

- Developed all visual communications, web assets, merchandise, point-of-sale materials and packaging.
- Responsible for researching and proposing new lighter artwork and packaging in collaboration with the sales team.
- Initiated a licensing effort with NCAA® to apply college team brands to our most popular lighter after successfully getting approval based on the first artwork proposal.
- Worked and collaborated closely with marketing and sales teams in aligning the creative with our advertising strategies and sales campaigns.

NOTABLE CLIENTELE: Wal-Mart, Home Depot, Target, CVS and Bass Pro Shops