

# Shay Pessah

Graphic Web Multimedia  
DESIGNER

San Diego, CA  
619.823.2271  
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## Employment

**Graphic & Web Designer**  
SDSU  
2011 - Present

Work with the Division of Undergraduate Studies and their individual programs

**Graphic Designer & Web Developer**  
Freelance  
2006 - Present

Built and maintained relationships with clients to obtain graphic and web design projects. Some Companies: The Chopra Center, The DH Group, SDSU, Munoz Law Firm, Open Learning Commons

**Graphic Designer & Marketing Assistant**  
Forecast 3D  
2010 - 2011

Developed an e-mail campaign and marketing plan

Branded their company, subsidiaries, and designed their website.

**Marketing & Advertising Director**  
Aesthetic Arts Institute of Plastic Surgery  
2004 - 2011

Established new territory by creating a marketing strategy and brand for the company. Design included but not limited to: website, business cards spa brochure, e-mail marketing

**Intern Graphic Designer**  
SDSU EMC  
Spring 2009

Branded a non-profit (UPAC - Union of Pan-Asian Communities)

**Art Director & Designer**  
Forté SoCal Magazine  
2006 - 2007

Created a unique look for the magazine, developed layout, and press-kit for potential advertisers

*(Further details upon request)*

## Education

**San Diego State University**  
2004-2009

Obtained a Bachelors of Fine Arts in Multimedia. I focused my classes on typography, graphic design and web structure and development

## Skills

**Expert**  
Windows And Mac Platforms

**Advanced**  
Adobe CS4: Dreamweaver, Photoshop, Illustrator, InDesign, Acrobat, Lightroom, CSS, HTML, Wordpress, Social Media, Microsoft Office Suite, SEO, Analytics, E-mail Marketing

**Proficient**  
Auto Cad, AutoDesk Maya

**Intermediate**  
Adobe Flash, Javascript, JQuery, Prezi

**Other**  
Creative, Organized, Attention To Detail, Leadership, Multi-tasking, Passionate, Personable, Loyal, Motivated, Goal Oriented, Friendly