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# DANIEL PINOY

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## PROFESSIONAL SUMMARY

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Collaborative Product Designer with expertise in determining functionality and enhancements. Knowledgeable in creating production-ready designs and blueprints. Effective in identifying resources and managing compliance standards. Looking for a product designing/engineering activities with a cutting edge organization to create new and innovative products from concept to market development.

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## SKILLS

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- Graphic Designing
- Illustration
- Tech-savvy
- Superb eye for detail
- Creative design layouts
- Adept Learner
- Project Management
- Teamwork skills
- Calibration understanding
- Project coordination
- Drafting proficiency
- Vendor relationships

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## TECHNICAL SKILLS

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- **Graphic Design:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Lightroom
- **Product Design:** Solidworks, Luxion Keyshot 3D
- **E-Commerce:** WooCommerce, BigCommerce, Shopify, Wix
- **Web Management:** Google Office Suite, Microsoft Office Suite t: Google Office Suite, Microsoft Office Suite
- **Manual Skills:** GMAW (Steel & Stainless Steel MIG Welding), GTAW (Stainless Steel & Aluminum TIG Welding), Machine Lathe, 3-Axis Mill, Hand Tools.

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## WORK HISTORY

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**Senior Designer**, 05/2019 to 06/2020

**PHD Marketing** – Pomona, CA

- Constructed product concepts from drawing ideas to ready-to-produce products.
- Created and managed daily content for E-mail and Social Media marketing and increased customer engagement by 65% within 6 months.
- Tracked social media engagement to identify high-performing ideas for campaigns.
- Designed/Redesigned product packaging for three brands (Clic Vapor, Chronic Candy, Bang Vapor).
- Prepared technical product specifications for print companies which decreased printing cost by 15%.
- Created an eye-catching B2B/B2C presence and experience for trade shows.
- Produced promotional products for wholesale partners to increase product sales.

**Senior Graphic Designer**, 01/2019 to 05/2019

**KYLÉ Vapor** – Los Angeles, CA

- Created content for Social Media Marketing to increase brand recognition.

- Researched competitors and produced sales presentations to seek and maintain international partnerships.
- Collaborated with sister-company "MYLÉ Vape", to create the brand guideline for both companies.
- Conceptualized product packaging including in-store branding and presentation.
- Created the company's first International and National Billboards

**Product and Graphic Designer, 12/2016 to 05/2018**

**Cartel Mods – Orange, CA**

- Researched industry trends and produced product concepts.
- Increased E-Mail Marketing and Social Media consumer engagement.
- Produced production-ready CAD drawings for production partners.
- Produced/Recreated product packaging and labeling that followed FDA's new guidelines to the vape industry.
- Increased brand recognition by forming a "higher-end" customer loyalty Limited Edition products which increased sales revenue by 35%.

**Assistant to the Creative Partner, 02/2015 to 01/2017**

**Praxis Vapors – Costa Mesa, CA**

- Produced product concepts for hardware and e-liquid flavors.
- Created content for advertising and website presence which increased industry brand recognition from 6K followers to 52k followers within 2 years.
- Generated wholesale partnership leads which opened up the company's first \$25,000 deal.
- Produced B2B/B2C Tradeshow Promotional Items.
- Provided technical customer support to troubleshoot and resolve issues.

**Automotive Audio/Video Technician, 06/2015 to 11/2015**

**Fry's Electronics – Fountain Valley, CA**

- Installed and upsold aftermarket audio interface and speakers for Fry's consumers.
- Maintained a clean and properly organized in-store aisle and installation bay.
- Updated store location's inventory.

**Store Manager, 06/2013 to 02/2015**

**New Age Vapor – Tustin, CA**

- Maintained a clean and inviting atmosphere for smokers who want to live a better life/lifestyle.
- Concocted e-liquid flavors for custom/wholesale orders.
- Created loyal weekly customers by producing personal "set-ups" for their smoking habits.
- Created and Managed online store to produce a different source of revenue.

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**EDUCATION**

Engineering, 2013

**Irvine Valley College** - Irvine, CA

Automotive Technology, 2012

**Saddleback College** - Mission Viejo, CA

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## CERTIFICATIONS

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Certified AWS D1.1 Certificate, CTM Welding, Anaheim, CA | Mar 2021 - May 2021