

# FRAY MUNOZ

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## SUMMARY

Specializing in UX/UI, Print, and Motion Design. Ambitious, driven, and striving for excellence. Great at multitasking, managing projects, and collaborating. Excellent time and project management skills ensuring project completion with outstanding results. Spearheaded creative promotional campaigns for clients resulting in growth upwards of 80% and a rise in user engagement up 40%. Versatile, self-motivated, and prepared for any task. Experienced cooperating with teams to fulfill goals. A deliberative and restorative person utilizing context and intellection to resolve issues and adapt. Resourceful, thoughtful, and purposeful, using strengths to communicate and turn client visions into reality. Seeking opportunities to create and share in a collaborative environment.

## EDUCATION

### California State University, Fullerton

Bachelor of Fine Arts, Graphic & Interactive Design

Fullerton, CA

June 2021

### Santa Ana College

Certificate in Graphic Arts

Santa Ana, CA

October 2020

## PROFESSIONAL EXPERIENCE

### Graphic Design Intern

*The Frida Cinema*

Santa Ana, CA  
June 2021 - Present

- Increased ticket and concessions sales to an all-time high 100%
- Improved social media engagement and follower count by up to 40%
- Collaborate and produce promotional graphics for print, networking, and distribution expanding community presence
- Create on-brand unique motion graphics for social platforms to grow interactions and user engagement
- Modernize and optimize current branding and media to meet higher standards

### Freelancer

*Self Employed*

Santa Ana, CA  
January 2014 - Present

Services in the area of:

- Coordinate projects for online platforms with large user bases, 1,000,000+
- Conduct Graphic Design, Video Editing, and Content services for clients leading to rapid and steady growth up 80%
- Develop Motion Graphics for businesses resulting in popularity up by 35%
- Perform Photography & Editing services for social media use and popular sites with thousands of daily visitors
- Mentor and provide guidance for new content creators

### Graphic Designer

*TRG*

Los Angeles, CA  
July 2015 - September 2019

- Sale numbers climbed 15% through targeted promotional adverts
- Influenced rapid growth up 35% through signature brand development as lead graphic and motion designer
- Expedited process and delivery of marketed information to consumers
- Managed operational business media content and online presence
- Developed graphic art, layout, product renderings, motion graphic adverts, and promotional content for display on large shop monitors
- Led in production process (Pre-production, storytelling, lighting, set design, modeling, rendering, editing, color-correction, exporting)
- Oversaw production and development of shop advertising and media
- Consult and mediate between staff and management regarding product direction, updates, and deliverables
- Analyzed, planned, budgeted, and executed branding and media projects from concept to finish
- Streamlined process and workflows for new content creation saving business up to 25% and improving productivity by 50%
- Pitched and oversaw media project raising consumer purchases of products by 50%

## SKILLS & INTERESTS

**Languages:** English, Spanish

**Softwares:** Microsoft Office, Adobe CC, After Effects, Premiere, Dreamweaver, Indesign, Adobe Illustrator, Photoshop, Lightroom, Adobe Animate, Figma, Mocha Pro, 3ds Max, Cinema 4D, Blender, Element 3D, Realfow, Houdini, Mudbox, ZBrush, Vegas, Resolve, Quixel, Substance, Red Giant, Redshift, Arnold, Octane, Vray, Miro.

**Soft Skills:** Creative, Problem Solving, Self-Starter, Context Driven, Collaborative, Organized, Communicative, Versatile.

**Creative Skills:** 3D Modeling, Animation, Lighting & Texturing, Physics-Based Simulation, PBR, Rigging, Matchmoving, Non-Linear Video Editing, Node-Based Editing, Compositing, Rotoscoping, Keying, Color Grading, Photography, Storyboarding, Painting, Drawing, Web Development, HTML, CSS.

**Interests:** Photography, Travel, Film, Broadcasting, Hiking, Running, Music, Cars, Technology, Cinematography, Biking.