



**ELSA CASTAÑEDA**  
Design // Illustration

209.380.7163  
castaneda.designs@gmail.com  
elsacastaneda.com

## SKILLS

Bilingual - Spanish

Logo/Branding  
Illustration  
Iconography

PROGRAMS  
Illustrator  
InDesign  
Photoshop

## EDUCATION

**2006-2010 | California State University, Fullerton**  
BFA in Graphic Design

**2003 - 2005 | Modesto Junior College**  
Associate Degree in Art

## WORK EXPERIENCE

**Michael Stars** Hawthorne, CA  
PRODUCTION ARTIST  
September 2019 - January 2024

- Managed bulk image requests for several wholesale accounts
- Designed seasonal email layouts for wholesale trade shows/events
- Assembled and organized images for social and e-commerce use
- Duties also included: photo editing, retouching and formatting

**Torrance Bakery** Torrance, CA  
GRAPHIC DESIGNER  
August 2018 - October 2019

- Create unique designs onto baked goods for custom orders
- Assist with new packaging designs for assorted seasonal products

**Graphics and Designs Plus** Torrance, CA  
LEAD DESIGNER  
June 2009 - June 2017

- Created/maintained overall brand identity for clients, such as: logos, business cards, marketing pieces and signage
- Helped in printwork production: printing, cutting, assembling

## FREELANCE

**Pavane Publishing** San Pedro, CA | April 2021 - Present  
Publishing house specializing in choral music and resource materials.  
Design book covers and illustrations for new releases of choral work and create promotional signage for trade shows.

**BELLA+CANVAS** Montebello, CA | May - August 2019  
Wholesale clothing distributors specializing in DTG apparel.  
Updated several sell sheets and promo packets for the marketing team and developed their "What's New" Catalog for Fall 2019 release.

**TechStyle** El Segundo, CA | May 2018  
Assisted as a Production Artist for their Savage x Fenty campaign.  
Formatted images used for social media platforms and prepared files for large scale formats (ex. static and digital billboards).