

Brandon Costa

Graphic Designer

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Work Experience

Temple Coffee Roasters

Graphic Designer

April 2024 – Present

- Design and produce brand and marketing materials across packaging, retail signage, print collateral, and digital channels, maintaining a consistent visual system.
- Author and maintain the company's brand standards documentation, ensuring consistent application across internal teams and outside vendors.
- Coordinate directly with print vendors on proofing, press checks, and bids/quotes for packaging and large-format print runs.
- Design and maintain the company's Shopify website, including custom theme development and UX improvements.
- Manage marketing production for campaigns, product launches, and brand collaborations from concept through final print-ready and web-ready files.
- Produce short-form video and motion graphics for social and public-facing marketing campaigns.

Freelance

Graphic Design & Photographer

Mar 2020 – April 2024

- Manage end-to-end graphic design projects for diverse clients, ensuring brand consistency and effective messaging.
- Design long-format publications, including multi-page layouts, manuals, and reports, using Adobe InDesign.
- Design exhibit and large-format materials, including trade show displays, banners, and signage/wayfinding systems.
- Direct contract designers and collaborators on select projects, overseeing timelines and creative quality.
- Produce product photography for eCommerce sites with a consistent level of quality.

CalTrans

Graphic Design Intern

Mar 2019 – Mar 2020

- Developed and edited various print and web projects, including flyers, infographics, and presentation slides.
- Maintained and updated website content using a CMS system to ensure accuracy and functionality.

Home Depot

Head Cashier/Sales Associate

Mar 2015 – Mar 2019

- Provided customer service and point-of-sale support while collaborating with managers and associates to maintain store standards.

Education

Sacramento State

BFA, Graphic Design

Jan 2019 – Dec 2021

Sierra College

Graphic Design, General Ed.

Jan 2015 – Dec 2019

Skills

Graphic Design: Typography, layout design, print production, branding, logo design, Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Publication & Long-Document Design: Multi-page layouts, manuals, and reports in Adobe InDesign

Print Production & Vendor Management: Press checks, proofing, vendor bids/quotes, print vendor coordination

Exhibit & Large-Format Design: Trade show displays, banners, signage systems, wayfinding

Brand Standards Development: Authoring and maintaining brand guideline documentation

Web Design: Shopify/Liquid, WordPress, Drupal, HTML5, CSS, responsive web design

Photography: Product photography, image editing using Adobe Lightroom and Photoshop

Motion Graphics & Video: Adobe After Effects, Adobe Premiere, explainer and public-communication video, social campaigns

Social Media Management: Content creation, branding, and engagement

Illustration: Digital and traditional illustration techniques, color theory

User Experience: UX, UI graphics, wireframes and mockups, concept sketches

Project & Team Leadership: Directing designers, contractors, and interns; project management, creative direction

Software: Adobe Creative Suite, Figma, Blender, Google Suite