

Objective:

- I am seeking opportunities that allow me to create cutting edge cross-media digital solutions along with the ability to gain experience and knowledge by working with industry professionals to build powerful brands that generate successful results.

Education:

- **Kapiolani Community College** **2001 - 2003**
Major: Marketing / New Media Arts
- **High School Degree, Kalani High School, Class of 2001** **1999 - 2001**

Qualifications:

- Extensive experience and a keen eye for design and development of effective and marketable graphic layouts for various types of cross media platforms including Internet, Print and Television
- Excellent proficiency in designing and developing Interactive Websites and E-commerce solutions for all industries
- Strong individual and team communication skills as well as presentation of forward thinking and creative ideas
- Positive attitude and willingness to live by strong core values and accomplish all goals set forth with utmost quality
- Strong desire to learn new skills and tools and continually push the envelop to exceed expectations
- 7 years of Web Development/Design, Graphic Design/Layout Experience
- 5 years of Photography Experience, 3 Years Professional
- 3 years of Video/Television Production experience

Work Experience:

- **My Day Pass, LLC** **2005 - 2007**
 - **Member / Creative Director / Digital Media Specialist**
 - Design and develop Company brand identity including logo, business collateral, website and print media
 - Collaborate with Company Members and Tech Team to develop a multi-faceted web application, enabling businesses to directly connect to consumers through an online savings and discount website
 - Manage Technological growth, development and implementation
 - Collaborate with Company Members to manage Business Decisions, Marketing and Advertising campaigns
- **Get Fit Productions, LLC** **2006 - 2007**
 - **Production Manager / Creative Director / Producer**
 - Design and develop television show brand identity including logo, business collateral, website, print media and on screen show graphics
 - Manage Production Company along with television crew to ensure budget, show schedule and shoot days are executed in a timely and efficient fashion
 - On-line editor responsible for final cut of each episode and delivery to television show for broadcast
 - Develop Marketing strategies for television, print and web campaigns to increase and expand viewership
 - Produced commercial spots for sponsors including writing copy and performing voiceovers
 - Design and develop E-Commerce website including streaming video and shopping cart ordering system
- **Airgas Gaspro** **2001 - 2004**
Website Coordinator / Creative Media / Network Administrator
 - Design and develop an online presence for Airgas Gaspro – Pacific Division of Airgas Inc.
 - Build full E-Commerce solution which would allow customers to engage in online shopping
 - Manage development tasks and track progress of associates responsible for key objectives
 - Maintain online product catalog containing 8000 unique items for online purchase
 - Design and develop effective graphic layouts for use in magazines, newspaper and various publications
 - Design interactive digital presentations for use in company wide meetings and team building exercises
 - Active role in team development strategies, working closely with Executive/Upper Management Team

- **John Garcia Digital Media** **2003 - 2004**
Freelance Digital Media Specialist / Owner / CEO
 - Web Development, Graphic Design, Photography, Videography, Non-Linear Video Editing, Computer Repair
 - Focused on gaining exposure and building a solid client base and brand identity
 - Deliver and provide affordable cross-media digital solutions
- **Computer Training Academy / Network Resource Center** **2001 – 2002**
New Media Arts and E-Commerce Program -Technology/Design Intern
 - Internship duties included working on technological projects for local organizations ranging from web development, marketing and branding, graphic design and e-commerce
 - Increase brand awareness as well as strengthen overall company image through effective visual presentation

Computer Skills and Technological Qualifications:

- Ample knowledge and experience of Microsoft Windows 9x/2000/XP and Apple Mac OSX Operating Systems
- Proficiency with Microsoft Office; Outlook, Access, Excel, PowerPoint, Publisher
- Advanced knowledge of HTML, Java Script, ASP and PHP Scripting Languages
- Non-Linear Video Editing and Motion Graphics design production experience
- Canon Digital SLR and Panasonic MiniDV/High Definition Camera Operation
- Knowledge and experience with various Graphic Design, Video Editing, and Motion Graphics Software:
 - Adobe Photoshop CS2
 - Adobe Illustrator CS2
 - Adobe InDesign CS2
 - Adobe Acrobat Professional
 - Quark XPress
 - Macromedia Dreamweaver
 - Sony Video Vegas/DVD Architect
 - Apple Final Cut Pro HD
 - Apple Motion

Licenses and Certificates:

- CompTIA Certified A+ Professional Computer Technician - 3.31.2001
- Certificate of Completion - Computer Training Academy / Network Resource Center Technology Internship
- Certificate of Completion – Oceanic Cable’s University - Effective Branding Seminar
- Certificate of Completion – CompuMaster Seminar – Photoshop Expert Tips and Techniques
- Olelo Studio Certification Completion - 12/2004
- Hawaii Center For Entrepreneurship, Better Business Training Program – Completion Certificate 3/2005
- Dov S-S Simens, 2-Day Film School Certified Producer Certificate 1/2005 - 1/2006

Awards Recognition, Articles and Features:

- HiTech Quest 2001 Statewide Technology Competition, 1st place, Application/Development category
 - Designed and developed an interactive Website featuring the use of ASP technology
- Brown Bags to Stardom 2001 Talent Show Competition. 1st Place, representing Kalani HS in Statewide Finals
- HiTech Quest 2004 Hall of Fame Inductee
- Model Magic, Magazine cover design competition. – 1st Place
- Photofriday.com – Noteworthy Photographer of the week
- HiTech Quest.com – Hall of Fame
- HiTech Quest 2004 – Picture and story
- HiTech Pacdesco.com – Designer Interview
- Hawaii Wood 2006 Article – Midweek By Joji Yoshida
- Transition Magazine – Career Pathway Feature – 1st Quarter 2007 Publication

Associations, Memberships:

- The Chamber of Commerce of Hawaii – Member – 2007
- The National Association of Photoshop Professionals – 2006
- Hawaii Film-Makers Group - 2005
- Hawaii Vegas Users Group - 2005
- Who’s Who in Historical Society 2003

Work Examples, Online Portfolios:

- Photography Portfolio - <http://www.john-garcia.com>
- Web, Print, Video Portfolio – <http://www.pixeloptic.com>