

# FRED ESTRADA / GRAPHIC DESIGNER

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I'm currently a Senior Graphic Designer at a medical device company in Irvine, CA. I've been designing most aspects of print and digital design for over 20 years. My skills in graphic design have been strengthened and sharpened at two in-house creative groups within successful companies, giving me the advantage in establishing a unique brand and maintaining it's success with strategically planned and meticulously executed design solutions.

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## EXPERIENCE

### MASIMO

Senior Graphic Designer  
July 2011 - Present

- Collaborated with marketing team to design and produce visual communications across multiple channels including advertising, collateral, social media, presentations, packaging, logos, infographics, and trade show signage
- Designed and produced the company's Annual Reports for 2011, 2012, and 2018
- Co-lead in establishing brand guidelines for the company's overall visual output

### ESRI

Graphic Designer  
March 1998 - July 2011

- Collaborated with internal clients and designers to design and produce advertising, collateral, web design, presentations, logos/icons, and event graphics
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## SKILLS

### DESIGN

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator

### OFFICE

Microsoft Word  
Microsoft PowerPoint  
Microsoft Excel

### SOCIAL MEDIA

Twitter  
Instagram  
Facebook

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## EDUCATION

### CALIFORNIA STATE UNIVERSITY, FULLERTON

Bachelor of Arts - Communications, Advertising ▪ Jun 1996

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## HONORS

### DESIGN AWARDS

Platinum Winner - LACP ▪ Best Annual Report in Healthcare ▪ 2012 and 2018