

CREATIVE **Joseph Naval**
EMAIL jojoe@4mla.com
WEBSITE 4mla.com



PERSONAL PROFILE

I'm a freelance designer based in San Diego, California. I produce creative and well thought out designs for both print and web. I just simply love to create. I'm very passionate about design, illustration and typography. The aim is simple, produce great work.

Specializing in various aspects of print, web, identity, design, illustration and marketing. It's all about solving problems. My goal is to offer innovative visual design and a flexible creative process to large and small corporations, businesses, and organizations.

EXPERIENCE

Freelance Designer at 4mla (Self-employed)

Self-Employed ; Graphic Design industry

2003 – Present

I've worked on projects for both national and international clients but I have also been very fortunate to have been able to work with amazing organizations such as the South East San Diego Revitalization project, YMCA, Filipino American Educators Assoc., Baby's Dream Furniture, Crunchy Sandwich, Blowfish, Touch Tone Drum & Bass, Hakan Photography, and Astroglide.

Graphic Artist at Baby's Dream Furniture

Furniture industry

2004 – 2005

Designed, produced and updated various creative work including print advertisements for family and parent magazines; Created online birth announcements for registered users; Managed stationery and marketing developments.

In-house Graphic Artist at BioFilm, Inc.

Consumer / Manufacturing Goods industry

2001 – 2003

Managed various brand and marketing materials including package and product label designs; Meticulous photo editing of bottle and carton products used in print advertisements such as RedBook, Ladies Home Journal, Us Weekly, and RollingStone magazines; Collaborated with marketing and web developer in the website redesign.

Senior Designer at Horizons Companies

Multimedia and Film industry

1998 – 2001

Created the design style format for Brighter Child's package systems including Garfield Mad About Cats, Muppet Babies Toy Train, Zoobomafoo Animal Kids, Adventures with Kangaroddy, and BBC's Walking With Dinosaurs.

I was also part of the everyday creative strategy team tasked to design, produce, and update the company's brand identity and marketing presence.

EDUCATION

San Diego State University

Bachelor of Arts, with an emphasis in Graphic Design

1996 – 1998

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GALLERY

Common Ground

Official Art Show for the San Diego Asian Film Festival

October 2008 - 2010

Showcased artworks; Set-up lighting and art pieces; Designed placards, posters, and event flyers for the art show.

North Park Nights Asia

Ray At Night Art Show

December 2008

Showcased artworks; Set-up lighting and art pieces; Designed placards.

The After School Special

Green Tea House Cafe

October 2008

Showcased artworks as the featured artist of the month.

CLIENT TESTIMONY

"Joseph is easy to work with. He listens to my requests and delivers several options to me in a timely manner. I love that I always have those different designs every time to choose from. I have the confidence in him to collaborate with ideas and have him run with it. He is creative and has a natural gift for layering shapes and colors in a way that is both intricate and clean. If I ever have anything I need altered he does it quick and is always exactly what I ask for."

Terry Matsuoka, Musician/Artist

CrunchySandwich

"I have collaborated with Joseph Naval for quite a few projects that I have produced or been on production team, including the San Diego Asian Film Festival's BLOWFISH, and the Asian Cultural Festival. His work on BLOWFISH has helped brand the event's image. He really knows how to convey the graphic design for the promotion work that best matches the event's feel and vibe. With his work on the Asian Cultural Festival, Joseph created our logo, which in its simplicity and elegance, immediately became our branding image. It is THE graphic face of the Asian Cultural Festival. His work on our promotional material, including the flyer, program booklet cover, and poster were bold steps and paid off with their attractiveness and intuitive layout. Joseph has a talented and well crafted eye."

Dennis-Michael Broussard, Executive Event Producer

Silk Road Productions



Thanks for taking the time to look over my curriculum vitae. If you haven't already done so please visit my portfolio at: www.4mla.com

I look forward to hearing from you soon.

Joseph Naval

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