

CHARLES TORREALBA

DESIGNER AND CREATIVE LEADER

EXPERIENCE

Numerous Clients | UX Designer, Photographer, Videographer Video Editor & Retoucher

JAN 2015 - Present, BRITISH COLUMBIA / CALIFORNIA (Canada / USA)

- Selected by clients across multiple industries to advance projects and campaigns from ideation to shooting, editing, and delivery.
- Served as the lead campaign photographer for Kenra Professional's Diamond and Deflect product launch and created the imagery that was used worldwide to usher in a new era of styling products for beauty professionals.
- Selected to play a key role in production for Rolling Stone Magazine, Comedy Central, and other outlets.

Senior Graphic Designer | Electrosonic

OCT 2014 - MAY 2016, LOS ANGELES, CA

- Designed a variety of customized and engaging visuals for tradeshows, exclusive events, and marketing initiatives.
- Played an instrumental role in successfully rebranding the company and restyled marketing materials, which included a new set of streamlined corporate photography and video assets.
- Led a small team of designers through a company rebrand.

Traveled and freelanced

JAN 2012 - OCT 2014, CALGARY, AB / LOS ANGELES, CA (USA)

- As a media designer with a reputation for being self-motivated and creative, I have been able to work on a variety of projects, and during this period of time I was involved in a number of creative projects varying from music to digital advertising.

Brand Library Designer | Smart Technologies

JAN 2009 - DEC 2011, CALGARY, AB (Canada)

- Recruited to create and deliver brand collateral for online ads and site pages for SMART technologies.

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

JUN 2020 - SEP 2020, VANCOUVER, BC

SAIT | New Media Production & Design

SEP 2005 - 2007, CALGARY, AB

SAIT | Business Marketing Certification

SEP 2004 - 2005, CALGARY, AB

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TECHNICAL SKILLS

Sketch, Figma, InVision, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom, XD), Capture One Pro, Final Cut Pro X, Logic Pro X

AREAS OF EXPERTISE

UX Design, Information Architecture, Production Coordination, Project Planning & Management, Team Coordination, Graphic Design, Digital Imaging, Remote Collaboration, Languages (English, Spanish & Portuguese)

PROFILE

Passionate, adaptable, and energetic UX designer with a unique blend of experience in Videography, Photography, Retouching and editing, Digital Imaging, and Graphic Design across multiple industries.

Track record of effectively managing creative projects from ideation to successful completion. Collaborative leader and naturally curious mentor with a passion for teaching and learning from others.

Additional Experience as Web Designer & Professional Musician (January 2012 - October 2014)