

# MIGUEL JUTEAU(he/him)

## Brand and Visual Designer

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### Education

Interaction Design | BS  
Santa Monica College  
Expected Graduation | 2021

### Skills

Brand Strategy & Brand Identity  
User Experience Design  
Information Architecture  
Journey Mapping  
Prototyping  
Social Media(Facebook, instagram,  
Snapchat)  
Project Management  
Photography  
Html  
CSS  
JavaScript  
Processing

### Tools

Adobe Creative Suite  
Google Workspace  
Figma  
Sketch  
Slack, Notion, Airtable

### Languages

Tagalog  
English

### Certifications

SECTION4 - Prof G Certified brand  
strategist

### Personal Projects

#### LIGO Sardines Packaging Redesign

- Reimagined a Filipino household staple for quality sardines by redesigning their logo and packaging design to fit the needs of the young and brand-conscious consumers of today.

#### Women United Media Brand Identity

- Conceptualized a logo and a basic identity system for a digital media company that focuses on supporting women pursuing a career in media and teaching them the skills they need to succeed in the space.

### Work Experience

#### KAPWA Studios, Los Angeles, Ca

##### Visual Designer | March 2021 - Current

- Collaborated with college peers to start a design studio that supports BIPOC owned businesses by co-creating with stakeholders to help bring their brand to life through website redesigns, brand identities, and brand strategy.

#### Santa Monica College, Santa Monica, Ca

##### Graphic Designer | September 2019 - Current

- Increased the number of participants attending the Bachelor program information sessions by 35% over the last year through targeted social media campaigns.  
- Designed a magazine layout that outlined the positive results of student development initiatives in order to request funding for the program's continuation.  
- Created engaging social media posts that helped inform students about the latest events around school.

#### CodeTenderloin, San Francisco, Ca.

##### Web Design Instructor | June 2019 - July 2019

- Created and taught a web design curriculum to at-risk-youth high school students in order to build their interest in tech and leverage it to help them build skills they could use to apply for opportunities in SF.

#### Freelance Web & Graphic Designer, San Francisco, Ca

##### Visual Designer | May 2017 - Current

- Designed marketing collateral such as posters, websites, and banners, for local entrepreneurs, schoolboard politicians, and colleges in the East Bay Area to help communicate their services and help connect them to their users.