

# GERARDO CUETO

## GRAPHIC DESIGNER

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### EDUCATION

B.A. Visual  
Communications

California State,  
University, Los Angeles

### SKILLS

Logo Design  
Branding  
Layout  
Print Design  
Social Media Graphics  
Web Design  
HTML & CSS  
Photography

### PROGRAMS

Illustrator  
Photoshop  
Indesign  
Brackets

### SENIOR COORDINATOR OF MARKETING AND DESIGN

UNITE-LA

June 2023 - Current

- Spearheaded design projects for the 25th Anniversary, showcasing creativity and innovation.
- Developed a compelling branding strategy for this year's Super Saturday event, creating an impactful logo, captivating email blast design, and visually striking print materials.

### MARKETING & GRAPHICS SPECIALIST

UCLA FACULTY CLUB

JULY 2022 - JUNE 2023

- Transformed club websites by incorporating captivating images, engaging documents, and persuasive text.
- Revamped text-heavy email blasts with visually appealing graphics, increasing email engagement.
- Actively sought out advertising opportunities within UCLA Transportation and the Daily Bruin, expanding brand reach.
- Emphasized the importance of developing a strong social media presence, elevating brand visibility.

### COMMUNICATION SPECIALIST

ORANGE COUNTY MOSQUITO & VECTOR CONTROL DISTRICT

JULY 2021 - DECEMBER 2021

- Crafted compelling social media content to educate OC residents about available resources.
- Strategically designed and scheduled informative email blasts for residents and local city employees.

### MARKETING SPECIALIST

City of El Segundo Community Services Department

January 2018 - July 2021

- Reimagined the department logo, showcasing a fresh and modern design.
- Enhanced content quality, resulting in increased Instagram followers and engagement.
- Elevated the overall standard of event marketing graphics, delivering visually impactful materials.