

# XAVIER ODEN

Graphic Designer Los Angeles, Ca

INFO@XAVIERODEN.COM

XAVIERODEN.COM

## EXPERIENCE

### GRAPHIC DESIGNER **LOW EGO STUDIO**

AUGUST '23 - PRESENT

- » Designed websites, logos, brand assets, merch and stage graphics for various clients.

### SENIOR DESIGNER **MEASURED**

FEBRUARY '22 - JANUARY '23

- » Main duties included coordinating with Product Directors, CMO, SVP of Marketing & Sales to deliver assets to uplift Measured in the market for customers and prospects. Assets included:
  - » Web pages, case studies, social posts, banner ads, webinar edits, event collateral, swag and presentations

### SENIOR DESIGNER **NATIVO**

SEPTEMBER '18 - FEBRUARY '22

- » Worked within the Content Labs Team to create and pitch native advertisements, editorial ad experiences, microsites, presentations, banner ads, internal collateral & swag
- » Notable brands serviced: Wells Fargo, Ford, Mazda, Chevrolet, Apellis, Office Depot, HPE, Okta, Lexus, Utah Office of Tourism

### GRAPHIC DESIGNER **GALPIN MOTORS**

MAY '18 - JULY '18

- » Contributed to Advertising Dept. to design event graphics, web banners, sales flyers, emails, mailers & car wraps.
- » Brands serviced: Ford, Mazda, Kia, Honda, Lincoln, Jaguar, Subaru, Aston Martin, The Horseless Carriage (restaurant)

### GRAPHIC DESIGNER **SIGNATURE CREATIVE**

MAY '17 - MARCH '18

- » Created e-books, pitch decks, case studies, landing pages, microsites and banner ads
- » Brands serviced: Real Appeal, Marvel, Disney Movies Anywhere

## EDUCATION

### CAL STATE UNIVERSITY NORTHRIDGE (2017)

#### **BACHELOR OF ARTS**

Major in Graphic Design

## SOFTWARE

Adobe Creative Suite  
(PS, AI, AE, PR, ID)

Figma

Ceros

## SKILLS

Advertising

Branding

Production

Web Design

Marketing