

Cody Pallo

Media Designer & Developer

📞 805.450.7909 ✉ cody@codypallo.com 🌐 www.codypallo.com

Highly experienced in Print & Web Design & Development
Successfully balancing creative sense with technical acumen

Profile

Established design professional with phenomenal blend of media expertise. Ability to work independently and excellent communication skills. Comfortable working in a fast-paced, quick-turnaround environment. Proven ability to create or take others' ideas and materials and produce original, compelling and thought provoking results. Known for ability to meet or far exceed the creative expectations of any project.

Languages: JavaScript, Ajax, ActionScript

Software: Adobe CS4 (Flash, Dreamweaver, Illustrator, Photoshop, InDesign, Acrobat), Final Cut Pro, Compressor, Protools, Peak, Microsoft Office (Word, Excel, Powerpoint), QuarkXPress, Coda, Filemaker Pro, Maya, Cararra, ZBrush, Painter

Operating Systems: Mac OS X & Classic, Windows NT, 2000, 98, XP, Vista

Other: W3C Standards (CSS, DOM, HTML, XHTML, XML, WML), SEO, Wordpress, Sweetcron

Experience

Production Designer, Gershoni Creative Agency www.gershoni.com (8/2008 - 3/2009)

Spearheaded web retainer for key client Patron Tequila (www.patrontequila.com.) Maintained production and QA for Patron Spirits (www.patronsprits.com) and Patron Racing (www.patronracing.com.) Updated web presence and internal client services for agency at large. Codesigned identity and web presence for Current Health (www.currenthealth.md) and sayHear (www.sayhear.com.)

Graphic/Product Designer, RedEnvelope www.redenvelope.com (3/2007 - 11/2007)

Created materials for items sold on RedEnvelope website and through mailorder catalogs. Produced product collateral and managed overseas packaging production. Key member of team responsible for restructuring shipping production.

Multimedia Designer, Cardways www.cardways.com (1/2000 - 3/2001)

Key member of design team for fast-growing, start-up company specializing in greeting cards. Recruited to generate original products and develop company website.

Owner, Groundwork Counsel www.groundworkcounsel.com (1998 - Present)

Provide top-notch, project based design services across a wide variety of industries. Expertise includes web design and development, packaging design, logo design, product graphics, and advertising design.

Education

Art Center College of Design (2009 - Present)

Pasadena, California

B.F.A. student in Fine Art Illustration

School of Media Arts (2003 - 2006)

Santa Barbara, California

Professional Degree in Media Art

President's Honors

Statewide Award Finalist,

Multimedia & Entertainment Initiative

Additional

Previous Graphic Designer, Marcel Sitcoske Gallery, San Francisco, California

Previous Graphic Designer, The Contemporary Arts Forum, Santa Barbara, California

Previous Advertising Designer, The Santa Barbara Independent, Santa Barbara, California

References & Portfolio Available Upon Request