

# Erick Goto

A Los Angeles native, Erick grew up in an eclectic Southern California culture that has inspired his work and upbringing as an artist and designer. Graduating from UCLA's Design|Media Arts program, Erick takes with him the knowledge from a full spectrum of media that include print, motion and design for interactivity. His design philosophy is based on creating dynamic work, no matter how static the medium.

## **Nike Graphic Design Intern**

Beaverton, OR  
05.07-present

## **experience**

Designer for Nike Global Footwear and Basketball in the application of graphics for footwear and apparel. Exploring new trends in product design and creating brand identities.

## **Nike Creative Services Intern**

Los Angeles, CA  
01.07-05.07

Customization of premium Nike products for placement in the entertainment industry through print design and lasered graphics.

## **UCLA Advertising and Marketing Team Designer/Creative**

Los Angeles, CA  
10.06-05.07

Part of the Creative Subteam of a team that engages in a national competition geared towards creating the best advertising campaign for a sponsoring corporation.

## **UCLA Cultural Affairs Commission Director of Publicity**

Los Angeles, CA  
09.06-05.07

Rebranded and created an ad campaign for an organizing body that puts on concerts, art galleries, and other cultural events for the entire UCLA student body.

## **Grand Jeté Design Intern/Freelance Designer**

Hollywood, CA  
05.05-05.07

Designed logos and visual language for clothing and production companies. Assisted in creating graphics for motion pieces in movie titles, commercials and music videos.

## **Resonance, LLC Design Intern**

Los Angeles, CA  
11.04-02.05

Worked to develop designs that reflected a social awareness for a clothing company based out of Los Angeles.

## **University of California at Los Angeles**

Los Angeles, CA  
09.03-05.07

## **education**

Design|Media Arts B.A. 2007

## **recognition**

Senior Award for Action & Advocacy in the Arts - 05.07

Latin Honors - Cum Laude - 05.07

UCLA Dean's Honors List - 02.05-05.07

Design|Media Arts Undergrad Show Exhibitor - 04.04-04.06

Leonard Nimoy Visual Arts Scholarship - 04.03

Fowler Museum - Exhibitor in Family Roots show 05.03

## **contact**

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