

Contact Information

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Erick Goto

I am a designer with experience in branding strategy, print, motion and design for interactivity; I constantly look for ways to challenge graphic application in different types of media. An avid proponent of experimentation with graphics in product design, my goal is to create design with a functional point of view while maintaining cultural and trend relevance.

Nike Footwear Graphic Designer

Beaverton, OR
11.07-present

Curating and designing footwear product collections for Nike Basketball. Working with signature athletes to create energy points and cultural relevance for Nike in the marketplace.

Nike Footwear Graphic Design Intern

Beaverton, OR
05.07-11.07

Worked with the Nike Global Footwear to create seasonal direction for Nike product. Designed graphics for application on product for Nike Global Footwear & Nike Basketball.

Nike Creative Services Intern

Los Angeles, CA
01.07-05.07

Helped maintain product showroom space. Customized premium Nike product for seeding in entertainment industry through print design and laser-applied 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 identities 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

Design|Media Arts B.A. 2007

UCLA Latin Honors - Cum Laude - 05.07

Recognition

UCLA Senior Award for Action & Advocacy in the Arts - 05.07

UCLA Dean's Honors List - 02.05-05.07

Design|Media Arts Undergrad Show Exhibitor - 04.04-04.06

Skills

Experienced in Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Dreamweaver, Flash.

Proficient in Adobe AfterEffects and Shoemaker (3D)