

## 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.

## Contact Information

Email: emgoto@gmail.com

Phone: 310.801.5717

## Experience

### 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 an organization 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

## Education

Design|Media Arts B.A. 2007

Latin Honors - Cum Laude

## 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

Leonard Nimoy Visual Arts Scholarship - 04.03

Fowler Museum - Exhibitor in Family Roots show 05.03