



## Erick Goto

### profile

As a Design|Media Arts student my interest and expertise in design lies in print and motion graphics. While at UCLA, I venture into training outside of the university atmosphere through freelance work and internships. As a professional, I extend the same effort and creative spirit. I pride myself on being an excellent team player and leader as well as a fresh perspective on design and its role in media.

### experience

#### *Creative Services Intern*

##### **Nike**

Los Angeles, CA (January 2007 - present)

Customization of premium Nike products for placement in the entertainment industry through print graphics and lasered graphics. Assisting in the design and maintenance of a three-dimensional space for the preview of product. Research for marketing strategies and clerical duties.

#### *Designer/Creative*

##### **UCLA Advertising and Marketing Team**

Los Angeles, CA (October 2006 - present)

Part of the Creative Subteam of a team that engages in a national competition among schools all over the country geared towards creating the best advertising campaign for a sponsoring corporation. The Creative Subteam handles all creative aspects including the look and feel, and message of the campaign.

#### *Director of Publicity*

##### **Cultural Affairs Commission**

Los Angeles, CA (September 2006 - present)

Rebranded and created new look and advertising campaign for an organizing body that puts on concerts, art galleries, and other cultural events for the entire UCLA student body. Media designed includes t-shirts, logos, promotional materials, flyers and websites.

#### *Design Intern/Freelance Designer*

##### **Grand Jete**

Hollywood, CA (June 2005 - present)

### experience (cont.)

Worked on projects that mainly focused on print and branding. Designed logos and visual language for clothing and production companies. Assisted in creating graphics for motion pieces.

#### *Arts Assistant*

##### **Seeds University Elementary School**

Los Angeles, CA (October 2003 - present)

In charge of photodocumentation and arts archiving at UCLA's laboratory research school. Maintained art supplies and art studio as well as assisted teachers in conducting classes.

#### *Design Intern*

##### **Resonance, LLC**

Los Angeles, CA (November 2004 - February 2005)

Designed t-shirts for socially conscious clothing company based out of Los Angeles.

### skills

#### *Operating Systems*

PC and Mac

#### *Software*

Adobe Photoshop, Adobe Illustrator, Adobe AfterEffects, Macromedia Dreamweaver, Macromedia Flash

#### *Programming Basics*

HTML, CSS, Javascript, Processing

### education

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

Los Angeles, CA

Design|Media (2003 - 2007)

### recognition

*Leonard Nimoy Visual Arts Scholarship (2003)*

*Fowler Museum - Exhibitor in Family Roots show (2003)*

*UCLA - Dean's Honors List (2005 - 2006)*

*Design|Media Arts Undergrad Show Exhibitor (2004 - 2006)*