

AIMEE GUZMAN

EXPERIENCE

LITTLE TRAILER STUDIO 2015–CURRENT

Little Trailer Studio is the name of my self-run design practice. I create brand identities for small businesses such as photographers, boutique shops, online businesses to name a few. Clients come to Little Trailer Studio for my charming aesthetic and that one of a kind custom look. Many of my branding projects include custom illustration or custom lettering. I approach branding in a holistic manner and design as many brand touch points as possible to create a cohesive design.

PRESSED JUICERY 2013–2015

During my time at Pressed Juicery I worked as the in-house graphic designer. My responsibilities included creating new marketing material for campaigns, designing new pages for the website, and designing everything that the customer would see when interacting with the brand as well as internal b2b materials. Creating collateral consisted of either sticking to brand guidelines or creating something completely new but still on-brand.

GRAFFIX, CSULA 2011-2013

Created marketing campaigns for campus departments. Worked one-on-one with clients to execute concepts and ideas into posters and printed collateral.

EDUCATION

CODETALK 2016

Certificate, Web Design

Codetalk is a Snapchat-sponsored program in Venice CA that teaches women web development. During this program I learned HTML, CSS, Javascript, UX and web design fundamentals.

CALIFORNIA STATE UNIVERSITY, LOS ANGELES 2011–2013

BA Visual Communication, Emphasis in Graphic Design

UNIVERSITY OF CALIFORNIA, SANTA BARBARA 2004–2008

BA Theater Studies, Minor in LGBTQIA Studies

ABOUT ME

I recently moved to the windy city from sunny Los Angeles. When I'm not designing I enjoy exploring different parts of the city which helps spark my creativity and stay inspired.

GOAL

I am looking to join a company or creative studio where I can work collaboratively, create innovative design concepts and help businesses reach business goals through design.

SKILLS

Brand Identity
Brand Concepts
Brand Naming & Taglines
Brand Strategy/Development
Client Communication
Team Leadership/Mentorship
Project Management
Adobe Creative Suite
Wordpress, Squarespace, Showit
Fluent in English and Spanish