

philip ariza

physical

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electronic

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objective

To pursue a creatively challenging and innovative career in design

education

1991–1995 University of California, Berkeley
05.95 Bachelor of Arts, Architecture

skills

Adobe Creative Suite, Apple Keynote, Apple iWork/iLife, Microsoft PowerPoint, Microsoft Office, QuarkXpress experience, Macintosh OS X, hardware, software and network administration

freelance

Rainbow Fish Fiber Optic
BrandStrat1
Delano Associates
Branded Bottle
Nicoll Public Relations
Evolution Juice
SSF Consulting
Trashed on Fiction
microvista
Harel General Contractors
lüsich
FIT Design
Temple Recycling Center
Terry O'Day for Santa Monica City Council
Para Los Niños - Corremos
Para Los Niños - Cinco de Mayo
beta consulting
Caspian Partners
Samuelsen, Gonzalez, Valenzuela & Brown
Orange Empire IAPES
Gorilla Beach Productions

employment

SONANCE

SAN CLEMENTE, CA

Marketing Communications Manager 10.06–11.08
Communications Coordinator, iPort 02.05–10.06
Graphic Designer/Production Artist 07.04–02.05

As Marketing Communications Manager, I maintained brand positioning and provided marketing support across all of our departments and throughout our sales representative organization for all of the Sonance brands: Sonance, Sound Advance, iPort, Moderno, HomeTech and HiFi Works.

Defined the brand architecture for a new retail brand of audio products, Moderno, to be sold exclusively in Best Buy. Led the team that designed the brand identity; including logo, packaging and literature; creating a premium brand positioned as Best Buy's premier in-wall and in-ceiling speakers and accessories for the do-it-yourself consumer.

Acted as Art/Creative Director/Designer for the internal art department and produced marketing materials including packaging, literature, marketing and sales presentations, tradeshow artwork, training literature and information, sales-specific literature and website maintenance and creation; while maintaining each brand's unique identity and positioning.

Actively participated in product/industrial design, product planning and long term brand strategy and development for all brands.

As Communications Coordinator for the iPort brand, I established, maintained and grew the iPort brand position and architecture in all aspects of the business. This included roles as art/creative director and designer for visual identity pieces and brand development, including brochures, sales literature and presentations, product packaging design, website and blogging tools; marketing manager, including tradeshow and dealer support; and sales, including visiting representatives, dealers and consumers, training and sales support. Actively participated in product/industrial design providing design direction to support our brand position, product planning and long term brand strategy and development.

APPLE STORE, FASHION ISLAND

NEWPORT BEACH, CA

MacSpecialist 07.04–2.05

Responsible for helping customers in all aspects of Apple hardware, software and peripherals including answering technical questions in non-technical language. Assisted with basic support and usage questions for all Apple products on the floor and at the Genius Bar. Completed basic system upgrades including RAM upgrades, software installs and system migration.

BARNES AND NOBLE BOOKSELLERS

IRVINE, CA

Head Cashier / Bargain Lead 02.04–07.04

As Bargain Lead responsible for merchandising and maintaining the bargain section of the store. This included scheduled merchandise changes as well as ordering and stocking the section. As Head Cashier, supervised the cashiers and registers. Ensured all cash drawers, change fund and safe were balanced and prepared deposits and change requests. Verified and authorized returns and exchanges.

WOOLLEY'S PETITE SUITES HOTEL

SANTA ANA, CA

Assistant General Manager 02.97–05.03

Responsible for day to day operations, maintaining quality and service expectations and guest satisfaction with every department. Designed and produced the website, including subsequent revisions to enhance the image and perception of the hotel and increase the number of online reservations. Created and printed sales brochure and direct mail pieces. Installed and maintained the hardware and software in a mixed platform, networked environment while ensuring interoperability and stability in the various systems.

DESTINY TELECOMM INTERNATIONAL, INC

OAKLAND, CA

Customer Service Supervisor 10.96–02.97

Supervised 25 customer service representatives.

PHOTOKINA MARKETING CORPORATION

QUEZON CITY, PHILIPPINES

Technical Consultant 03.96–06.96

Consulted on the business practice of running an ice cream restaurant.

