

# RICCO TALAVERA

223 N. JUANITA AVE #C • REDONDO BEACH, CA 90277 • EMAIL: RICCO@KUEST44.COM  
(818) 634.9287 CELL

## Skills Summary

### Design, Production and Art Direction

Software - InDesign CS4, Photoshop CS4, Illustrator CS4, QuarkXPress 7

## Experience

8/93 - Present

### Freelance Designer, Los Angeles

Design and production of DVD sleeves, corporate identity and collateral, sell sheets, logos, brochures, sales kits, press kits and various marketing collateral.

Clients Include: Cimarron Group, Vox Adv, Pulse Adv, Universal Studios, Warner Bros., Mattel, DirecTV, E! Entertainment, Hard Rock Hotel, Rio Casino Las Vegas, TRW Government Branch, Tiger Woods Foundation

9/06 - 9/07

### The Cimarron Group, Hollywood

Designer

Responsible for conceptual design, layout and production of home entertainment sleeves, Key Art, trade ads, sell sheets, collateral and logos. Compose concepts from start through final for printing.

Accounts: 20th Century Fox, Sony Pictures, Universal Studios, Warner Bros., DreamWorks SKG

3/05 - 2/06

### Disney ABC Cable Networks Group, Burbank

Senior Designer/Art Director

Responsible for conceptual design, layout and production of consumer and trade ads, brochures, outdoor campaigns, sell sheets, collateral and logos. Compose concepts from start through final for printing.

Accounts: Disney Channel, ESPN, ESPN 360, My Friends Tigger & Pooh, Yin Yang Yo, Hannah Montana

1/03 - 2/05

### Sony Pictures Television, Culver City

Senior Designer

Responsible for conceptual design, layout and production of consumer and trade ads, brochures, outdoor campaigns, sell sheets, collateral and logos. Compose concepts from start through final for printing.

Accounts: Pyramid, The Shield, The King of Queens, Ricki Lake, Young & the Restless, Seinfeld, Dawson's Creek

2/02 - 1/03

### Impress Communications, Canoga Park

Senior Designer

Responsible for conceptual design, art directing photo shoots, layout and production of packaging, sales kits, ads, brochures, catalogs, collateral and logos. Compose concepts from start through final for printing.

Accounts: Nestle, JBL, Price Pfister

1/00 - 7/00

### Whizbang Communications, Santa Monica

Senior Designer

Responsible for conceptual design, layout and production of ads, brochures, catalogs, collateral and logos. Compose mechanicals for printing. Responsible for maintaining computer network system, troubleshooting and system upgrades.

Accounts: Merv Griffin Hotels, Rio Casino Las Vegas, Tiger Woods Foundation, Nissan

2/95 - 1/00

### Sagon-Phior Group, Sherman Oaks

Designer/Production Artist/Trouble-shooting

Responsible for conceptual design, layout and production of consumer and trade ads, brochures, catalogs, home video packaging collateral and logos. Prepare mechanicals for printing. Mock up 3-dimensional comps.

Accounts: Bravo Channel, Sony Pictures, Universal Studios, Columbia/Tri-Star, DreamWorks SKG

## Education

**UCLA Extension Program** Graphic Design courses, Sept. '99

**Art Center & American Film Institute** Graphic Design courses, Jan. '95 - June '97

**Los Angeles Valley College** General Education, 1989-1992

References and portfolio furnished upon request.

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SAMPLES

EL POLLO LOCO  
AD CAMPAIGN



EL POLLO LOCO  
AD CAMPAIGN

EL POLLO LOCO  
AD CAMPAIGN



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AD CAMPAIGN

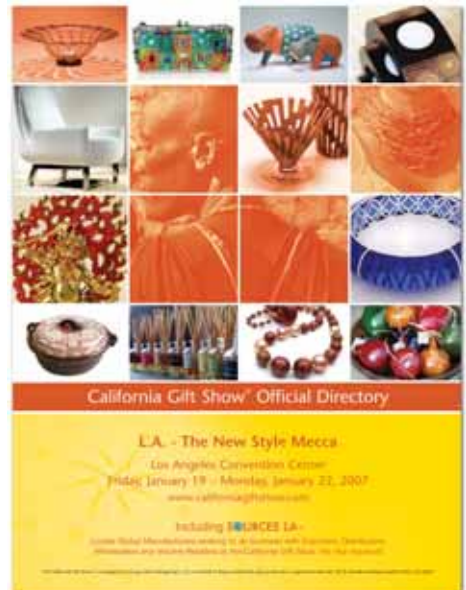
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SAMPLES  
818.634.9287  
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TOYOTA  
OUTDOOR CAMPAIGN



PEAPOD Foundation  
MAGAZINE AD



CALIFORNIA GIFT SHOW  
TRADE AD

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SKETCHES  
SELL SHEETS



FORD  
OUTDOOR ADVERTISING



MORE PREPARED  
BROCHURE

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HANNAH MONTANA  
-DISNEY CHANNEL  
Logo - Design



PEER<sup>2</sup>  
Logo - Design



THE JOB HIVE  
Logo - Design



GREEN DOT  
Logo - Design



RICCO TALAVERA  
Logo - Design



SUBWAY - KIDZWAY  
Logo - Design



IN FIVE PRODUCTIONS  
Logo - Design



KENWOOD - axis  
Logo - Design



LA COUNTY  
-HOPE CENTRAL  
Logo - Design