

## Tom Rebolledo

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### Experience

**Desvelada Records  
Multimedia  
Designer**

Paramount, CA  
August 2022 – November  
2024

- Increased audience engagement by 30% through the creation of engaging multimedia content, including digital images, animations, and visuals for web and social media, resulting in significant brand visibility across multiple platforms.
- Strengthened brand visibility by 20% by collaborating with creative producers, designers, and developers to develop content strategies that fostered stronger audience connections.
- Reduced design revision time by 30% by organizing Photoshop files with slices, smart objects, and layer comps, streamlining graphic production and improving project delivery speed.

**Placason  
CA  
Co-Founder & CMO**

Hesperia,  
July 2022 – Present

- Increased brand recognition by 30% by overseeing the entire graphic production process for clothing designs, ensuring consistent brand identity and alignment with market trends, leading to higher customer engagement and product sales.
- Boosted social media visibility by 50% and engagement by 35% by developing and managing marketing campaigns with compelling, on-brand visual content.
- Optimized project delivery efficiency by 20% by managing cross-functional teams, streamlining workflows, and ensuring timely project completion, enhancing overall operational performance.

**Freelance  
CA  
Graphic Designer**

Hesperia,  
May 2022 – Present

- Enhanced client engagement by 30% through the creation of logos, apparel graphics, flyers, and promotional materials that maintained brand consistency and strengthened overall marketing efforts.
- Designed tailored social media content, including Instagram posts, YouTube graphics, and web assets, which led to a 40% increase in client visibility and a 25% boost in user engagement across platforms.

### Education

**Sultana High School  
CA**

Hesperia,  
May, 2022

### Skills

**Technical:** Graphic Production, Advanced Adobe Creative Suite (Photoshop, Illustrator, InDesign), Web and Social Media Design, Project Management & Leadership, Workflow Optimization, Brand & Content Development

**Language:** English and Spanish