Joe Mascheroni Graphic Design

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## Experience

SOMA Magazine

Sept 17 - Present

Graphic Designer San Francisco, CA

As the sole graphic designer at SOMA Magazine, my responsibilities include:

- > Design layout of articles and photography.
- > Export and upload PDFs to printer's website.
- > Update website via Wordpress.

JOLN-USA

Sept 15 - Apr 16

Design Assistant Los Angeles, CA

- > Assisted in executing Fall/Winter photo shoot.
- > Conceptualized art installation for wholesale trade show.
- > Contributed to social media presence by designing Instagram advertisments.

## Key Competencies

- > Photoshop
- > Illustrator
- > InDesign

- > Web Design (HTML & CSS)
- > Brand Development
- > Layout & Editorial Design

## Education

Fashion Institute of Design & Merchandising (FIDM), 2016

Associate of Arts Degree: Graphic Design

Los Angeles, CA

Courses include:

- > Branding
- > Typography
- > Publication Design

- > Website Design
- > Graphic/Licensing
- > Logo Design