

DUANE ACOBA | Senior Graphic Designer | Associate Art Director

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SKILLS

- Adobe Creative Suite
- InDesign
- Photoshop
- Illustrator
- XD
- After Effects
- Acrobat
- Dreamweaver
- Premiere
- Figma
- Wire-framing
- Visual Design
- Interaction Design
- Digital Marketing
- Social Media Marketing
- Branding
- Typography
- Logo Design
- Photoshop Generative AI
- Display/Signage Design
- Concept Development
- Motion Design
- Accessibility
- Competitive Analysis
- Monday.com
- Project Management
- Collaboration
- Detail Oriented
- Communication Skills
- Problem Solving

EXPERIENCE

Graphic Designer III, Albertsons Companies

October 2021 - March 2025

- Contributed to Albertsons Companies 2023 Sincerely campaign across 2,200 stores, 15 banners (such as Albertsons, Safeway, Vons, etc.) and 37 states.
- Created visual identification and creative assets for our very first national campaign, March Stock-Up Sale. Which drove increased sales of \$411M and an increase of +7.3% year over year.
- Created visual identification and creative assets for our Back-To-Deals campaign with identified sales of \$149.3M and an increase of +17.3% year over year.
- Provided hundreds of creative assets that made shopping and saving easier for customers and helped to foster relationships and build brand loyalty. This was done by growing digital channels such as social media, email and websites. Creative assets also included hundreds of in-store print and motion graphics.
- Created visual identification for various Albertsons ARG's (Associate Resource Groups) for Black History Month and Asian-American Pacific Islander Month.
- Responsible for on-time project management and delivery of hundreds of internal agency projects since 2021.

Senior Graphic Designer, International Code Council

January 2006 - May 2020

- Expanded and advanced ICC branding which allowed the company to help clarify who they are and what they provide to their members.
- Worked on hundreds of printed and digital projects including animated web ads, annual trade show booths and Annual Reports.
- Collaborated on various projects directly with clients from concept to final production.

Graphic Designer, DZN, The Design Group

April 2005- September 2005

- Created and produced original designs within the context of project criteria and marketing plans.
- Worked with and took direction from Senior Designer and Art Director.
- Produced a variety of style explorations in either traditional or digital form.
- Designed and produced within the scope of approved marketing, media, and job specifications.

EDUCATION

California State University, Long Beach

Bachelor of Arts: Studio Art