

# Logan Evasco

Creative Director & Graphic Designer



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## Skills

### Visual Design & Illustration

Adobe Creative Cloud Platform, Photoshop, Illustrator, InDesign, Animate, AfterEffects, XD, Sketch, InkScape, PaintShop Pro, GemMaster (for apparel), iMovie, InVision, Online Editors (Pixlr, Canva, etc.)

### Web Design & Programming

HTML, CSS, Java (basic-level), WordPress, Drupal, Bootstrap, DreamWeaver, Google Webmaster Tools, Google Analytics, Google Search Console, Google AdWords

### General Software

Mac & Windows, Microsoft Suite, Word, PowerPoint, Excel, OneNote, Publisher, WebEx, Skype, HootSuite, Salesforce, MailChimp, Constant Contact, HubSpot, Stripe, PayPal Business, Google Drive

## WORK EXPERIENCE

### LEAD GRAPHIC DESIGNER

Replicon | Redwood Shores, CA | June 2016 – Present

Lead Designer from Mexico City, MX (Remote) | January 2018 – Present

(Can return to Bay Area or continue remote)

- Manage Design Team including a full-time, project-based contract designer and a full-time senior designer
- Create long-term marketing design strategy
- Lead creative design team projects including website uplift projects, demand-generation creative pieces, and social outreach visual strategy
- Design webpages, online advertisements, infographics, e-books, and other marketing collateral

Graphic Designer from Redwood Shores, CA | June 2016 – Present

- Project manager and front-end designer on WordPress website revamp from wire framing to digital asset design
- Key stakeholder on the Product Marketing Team and the Demand Generation Team to create assets appropriate for their audiences
- Increase leads through researching best practices for visual design campaigns including newsletter A/B testing, website heat map reviews, and landing page design uplifts
- Design digital and print marketing collateral including newsletter templates, data visualizations, whitepaper templates, posters, holiday cards, etc.

### MARKET RESEARCHER & GRAPHIC DESIGNER

Newmark Cornish & Carey | Emeryville, CA | Sept. 2015 – June 2016

- Created marketing flyers, brochures, e-blasts, maps, postcards, and infographics
- Researched the I-880 market to improve agent outreach activities

### GRAPHIC & APPAREL DESIGNER (CONTRACT)

Dreamlight Activewear USA | Virginia Beach, VA | Apr. 2015 – Sept. 2015

- Designed layout and publication pages for the annual active wear print catalog and the 2015 digital leotard preview
- Created apparel designs for new leotards and active wear

### NATIVE ENGLISH TEACHER

English Program in Korea | Seoul, South Korea | Feb. 2014 – Feb. 2015

- Taught English as a foreign language in a public Elementary school

# Education

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**California College of the Arts**  
Communication Design  
Professional Development Course  
2017

**TEFL Organization, UK**  
TEFL & TESOL Certificate  
2014

**The George Washington University**  
Bachelor of Arts: Asian Studies  
Concentration in East Asia  
Minor: History  
2013

# Memberships

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AIGA National, AIGA SF, Creative  
Mornings, OFA, Kappa Delta

# Conferences

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Big Data Conference: Infographics  
and Data Visualizations

GSA Social Media for Government

Drupal for Government

Founding Member: Social Outreach  
Committee for Inspector Generals

# Interests

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Community Organizing, Learning  
Spanish, Creative Writing, Hiking,  
Travel, Building Websites, Reading,  
Drawing, Watercolor Painting, Going  
to Poetry Readings, Tutoring

## OUTREACH COORDINATOR & DESIGNER

Peace Corps OIG | Washington, DC | Mar. 2012 – Feb. 2014

- Designed/implemented a communication strategy including branding, slogans, promotional materials, and a new media strategy
- Developed a new internal website with database
- Created data reporting graphic and promotional materials
- Implemented/updated social media systems and policies

## NEW MEDIA & WEB DESIGN INTERN

One World Education, Inc. | Washington, DC | May 2011 – Dec. 2011

- Developed web pages and graphics for Drupal website
- Ran all social platforms including Facebook, Twitter, SchoolTube, etc

## FREELANCE CREATIVE DIRECTOR

Remote & In-Person | 2011 – Present

- Work with small businesses, non-profits, and individuals to develop their branding, communication strategies, and social media plans
- Create assets for non-profits at a pro-bono or low-cost rate
- Clients include LITE Memphis, Frisco Limo, Hills and Dave Popcorn, etc.

# COMMUNITY LEADERSHIP & VOLUNTEER WORK

## CO-PRESIDENT & CO-FOUNDER

Organizing for Action San Francisco | San Francisco, CA | Apr. 2017 – Present

## COMMUNITY ORGANIZING FELLOW

Organizing for Action East Bay | Oakland, CA | Feb. 2017 – Apr. 2017

## ESL TUTOR

Refugee Transitions | San Francisco, CA | Mar. 2017 – July 2017

## VOLUNTEER

One Brick | San Francisco, CA | Dec. 2016 – Present

## VOLUNTEER COORDINATOR

Feds Feed Families | Washington, DC | 2014

## CAMPAIGN KEY WORKER

Combined Federal Campaign | Washington, DC | Sept. 2014 – Dec. 2014