



+1-619-206-7228



loganevasco@gmail.com



www.loganevasco.com



San Francisco, CA



LinkedIn.com/in/LoganEvasco

Skills

Visual Design & Illustration

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

Web Design & Programming

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

General Software

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

Memberships

AIGA SF
Climatedesigners.org

WORK EXPERIENCE

FREELANCE ART DIRECTOR & DESIGNER

Logan Evasco Designs | San Francisco, CA | Jun. 2016 – Present

Clients include: Numa (NumberAI), Human Interest, Frisco Limo, and more

- Works with technology companies, non-profits, and small businesses to develop their visual branding, communication strategies, and social media plans
- Creates digital and print demand generation assets like e-books, white papers, annual reports, infographics, websites, landing pages, email campaigns, presentations, etc.
- Leads small ad-hoc teams of creatives, fills roles within teams as needed, or executes campaigns/designs alone as needed

PROJECT DIRECTOR, FOUNDER

ClimateCreative.us | San Francisco, CA | Jan. 2019 – Present

- Founded a non-profit project and achieved fiscally sponsored status
- Leads 8-week creative cohorts to design climate change-centric education campaigns and provide professional development

BRAND & VISUAL DESIGN DIRECTOR

True Link Financial | San Francisco, CA | Sep. 2018 – Jan. 2020

- Advised on creation and further development of company rebrand
- Art directed enterprise WordPress website design and development
- Collaborates with Creative Director to create digital and print templates to expedite creation of marketing collateral
- Strengthened brand through conference/event visual strategy
- Managed vendors and contract designer

LEAD GRAPHIC DESIGNER

Replicon | Redwood Shores, CA & Remote | Jun. 2016 – Sep. 2018

- Managed 3-person graphic design team
- Developed design strategy for long-term campaigns including website uplift, demand-generation creative pieces, social outreach visual strategy, etc.
- Designed webpages, online advertisements, newsletters, infographics, e-books, brochures and other print and digital marketing collateral
- Project manager and front-end designer on WordPress website revamp

MARKET RESEARCHER & GRAPHIC DESIGNER

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

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

Speaking & Workshops

Workshop Host
"Designed by Community"
SF Climate Action Summit 2020

Host & Organizer
Design vs. Climate Change Panel
SF Design Week 2019

Panel Member
Compostmodern
AIGA SF 2019

Guest Lecturer
Sustainable Systems in Design
USF 2019

Community Partner Speaker
PARK(ing) Day, Intro to Design
SFSU 2019

Community Partner
Senior Design 505
SFSU 2019

Education

California College of the Arts
Communication Design
Professional Development Course
2017

TEFL Organization, UK
TEFL & TESOL Certificate

The George Washington University
Bachelor of Arts: Asian Studies
Concentration in East Asia

Conferences

Big Data Conference: Infographics
and Data Visualizations

GSA Social Media for Government

Founding Member: Social Outreach
Committee for Inspector Generals

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

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

COMMUNITY ORGANIZING & VOLUNTEER WORK

STEERING COMMITTEE MEMBER

Climate Emergency Mobilization Taskforce | Berkeley, CA | Jun. 2019-Present

VOLUNTEER

Sunrise Movement | San Francisco, CA | Jan. 2019-Present

POLL WORKER, VOLUNTEER

San Francisco Department of Elections | San Francisco, CA | Mar. 2020

SOCIAL MEDIA POSTER

Sunrise Movement | San Francisco, CA | 2019

CO-PRESIDENT & CO-FOUNDER

Organizing for Action San Francisco | San Francisco, CA | 2017-2018

COMMUNITY ORGANIZING FELLOW

Organizing for Action East Bay | Oakland, CA | 2017

ESL TUTOR

Refugee Transitions | San Francisco, CA | 2017

VOLUNTEER COORDINATOR

Feds Feed Families | Washington, DC | 2014

CAMPAIGN KEY WORKER

Combined Federal Campaign | Washington, DC | 2014