



Freddie Falcon

FreddieFalcon.com

Freddie@FreddieFalcon.com

732-881-9771

EDUCATION

BFA: Graphic Design: Interactive
Print & Screen, Fall 2016
Michael Graves College,
Robert Busch School of Design,
Kean University

BA: Fine Arts: Studio Arts
Fall 2010 College of Visual &
Performing Arts, Kean University

DESIGN SKILLS

Packaging Design | Illustration
Branding | Production Design
Print Design | Logo Design
Promotional Design | Digital Design
Motion Design | Painting | Drawing

TECH SKILLS

Adobe CC: Illustrator, Photoshop
InDesign, Bridge, Light Room,
After Effects | InVision | Wordpress
Powerpoint | Microsoft Suite

EXTRACURRICULAR

2005 — Sigma Beta Tau Fraternity

PROFESSIONAL EXPERIENCE

Bazooka Candy Brands

Freelance Graphic Designer

December 2021–September 2023

March 2019–June 2019

- Responsibilities included creating, updating and editing package designs and layouts for Bazooka Candy Brands products in a fast paced and deadline driven environment.
- Created both digital and physical product packaging and Point of Sale display renders.
- Collaborated closely with art directors, brand managers and other designers to ensure that design and production files were produced on time and met manufacturer specifications.
- Followed brand style guides for a variety of vendors such as Walmart, Dollar Tree and CVS.
- Designed seasonal web banners and thumbnail image layouts for The Bazooka Candy Brands Amazon shop.

Brogan Tennyson Group

Production Artist

May 2017–April 2020

- Produced a variety of deliverables such as magazine advertisements, posters, brochures, directories, web banners, and e-blasts for clients ranging from high-end shopping plazas and fashion companies to real estate groups and law firms.
- Responsible for quality control and proofing art work to ensure it meets printer and publisher guidelines before being produced.
- Make daily updates such as job postings and event listings to client websites through Wordpress.
- Worked with a team of designers as well as account services to ensure client satisfaction.

Capelli Sport

Freelance Graphic Designer

October 2017–February 2018

- Daily responsibilities included managing multiple art requests for a variety of sports related products.
- Created illustrations and mechanicals for products ranging from sports jerseys and equipment, to lifestyle outerwear and fan souvenirs.
- Customized presentation sheets showcasing products for potential clients and sports organizations.
- Designed packaging for items such as sneakers, slippers, socks, gloves and other accessories.

Forever Collectibles

Freelance Graphic Designer

January 2017–February 2017

- Worked as a member of the design team on various projects ranging from packaging design for novelty consumer goods, to the creation of patterns for a variety of clothing apparel.
- Followed licensing and logo guides for the MLB, NBA, NHL and NFL so as to keep a consistent brand identity across a variety of products.
- Created Tech Packs for multiple products that would then be used in the factory to ensure the product is produced according to specifications.