

CANDY MINOSA

DIRECTOR | DESIGNER | DIGITAL CONTENT PRODUCER | ILLUSTRATOR

CONTACT

904-434-9322

CandyMinosa@gmail.com

www.CandyMinosa.com

SKILLS

Content creation

Communication

Creative Direction

Strategic thinking

Graphic Design

Motion Graphics

Computer Animation

Illustration

Branding & Identity

Product Design

Photoshop and Retouch

SOFTWARE

Mac & PC Proficient

Adobe Creative Suite

Maya

Blender

Nomad

Procreate

Microsoft Office Suite

EDUCATION

Ringling College of

Art & Design

2006-2010

Bachelor of Fine Arts

Computer Animation

PROFILE

Versatile director and designer with 5+ years of experience in managing and training a team of creatives as well as executing successful digital advertising campaigns and developing branding and identity. I am also well versed in product design and producing digital content.

EXPERIENCE

Predator Group, Jacksonville, FL

Head of Branding and Design | September 2023 – Present

Creative Director | January 2020 – September 2023

Art Director | August 2018 – January 2020

Multimedia Designer | June 2013 – August 2018

- Responsible for company branding and identity
- Leads new product design for Predator cues products
- Lead designer for all new Poison cues products
- Creator and lead designer for Junior mascot and related products
- Manages multiple employees and freelancers
- Provides art direction for in house marketing team as well as outside resources with 5 direct reports
- Coordinates with international partners for manufacturing, advertising, and company-sponsored billiard tournaments
- Creates concepts and strategies for product campaigns
- Assists with product design and development
- Coordinates, plans, and directs photoshoots
- Directs and assists with product photography retouch
- Video and music editing
- Packaging, logo, digital and print ad design
- Creates 3D elements and models for commercials
- Maintains and creates graphics for PredatorCues.com, PredatorCues.jp, and PoisonCues.com as well as the brands' various social media outlets
- Trains new department employees

Kawaiistarz

Small Business Owner and Artist | May 2020 - Present

- Product design and illustration - digital and traditional illustration for art prints and a variety of products including stickers, stationery, plushies, pins, and 3D prints
- Social media content producer
- Website designer
- Participates in artist alley conventions and art markets