

RAFAEL D. CUEVAS

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SELECT WORK EXPERIENCE

Anki, Inc. 2013 – 2019

- **Design Director** – Manage team of multidisciplinary designers across digital, print, and video.
- **Design Manager** – Oversee all marketing creative –from web and email designs, social assets, lifestyle and product photography, video production, and packaging design– for all Anki products.
- **MarCom Designer**
 - Lead production of in-house content end-to-end, from concept and execution, down to budget management and approval cycles.
 - Manage and work with agency partners across brand, social and production.
 - Work cross-functionally to leverage existing design resources from other areas of the company, such as product, animation and audio.
 - Prep all collateral for print-production, and responsible for onsite press-checks to ensure color matching when applicable.

Zuberance, Inc. 2011 – 2013

- **Sr. UX Designer** – Managed creative services team, and trained new employees on Zuberance's unique CMS platform.
- **UX Designer**
 - Skinned web-based apps to match client's brand.
 - Helped develop custom user flows, optimizing UX and successful integration with third-party sites.
 - Designed and constructed HTML email campaigns for wide range of clients.

SFSU 2009 – 2011

- Teaching Assistant** – TA for the HTML and CSS classes at SFSU College of Extended Learning, in the Multimedia Studies department.

Rafael Cuevas Design 2008 – 2013

- Freelance Designer** – Completed both print and web projects ranging from informative postcards to full on branding and website construction.

BOARD MEMBERSHIPS

Board of Directors

Parents for Public Schools of San Francisco,
Non-Profit Organization, 2018 - present

EDUCATION

Certificate in Multimedia Studies

SFSU C.E.L., 2009

B.A. in Studio Art (Graphic Design focus) & Psychology

Lewis & Clark College, 2004 - 2008