

JASON ARCEO

www. workbygrayson.design

 [@workbygrayson](https://www.instagram.com/workbygrayson)

 grayson@workbygrayson.design

SKILLS

Software

Adobe Illustrator
Adobe Photoshop

Expertise

Brand Content
Logo Design
Identity Systems
Brand Voice
Collateral Design
Apparel Design
Cover Art Design
Image Manipulation

Other

WordPress
Copywriting
Editing/Proofreading

ABOUT ME

A Philadelphia-bred, San Diego-based designer that has worked on a freelance basis with several small businesses and brands since 2016.

I design branded graphic content such as identity systems, marketing content, and more with a professional-level understanding of branding and a sense for what's in demand in the current market.

EXPERIENCE

Freelance Graphic Designer

Self-Employed | workbygrayson.design
April 2016–Present

I design branded graphic content such as identity systems, marketing content, and collateral for small businesses and brands. Developed a project management process that is used and adapted on a per client basis.

Partner, Creative Director

Sarap Asian Fusion | sarapaf.com
April 2016–Present

I lead a team that conceptualizes and designs all the visual assets needed to execute our brand voice and social media marketing campaigns.

Sarap Asian Fusion is my part-owned food brand startup that has sold and delivered over 100,000 Asian flavor-infused cookies nationwide from our website, with aspirations of opening restaurants and shops that serve our original recipes and desserts.