ANDY SALDANA

Graphic Designer • Print, Embroidery & Brand Creative

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SUMMARY

Graphic designer who turns ideas into real brand pieces across print and digital. I design logos, ads, websites, and social content, and I prepare print-ready and embroidery files in Photoshop, Illustrator, and Wilcom EmbroideryStudio. Bilingual in English and Spanish.

EXPERIENCE

Lead Designer / Business Owner — Digital Building Hub LLC 03/2020 – 07/2025

- Created and sold advertising content across media for different companies
- Quoted and invoiced client orders
- Made catalogs, menus, business cards, flyers, posters, t-shirts, and digital marketing
- Came up with logo, video, website, and social media ideas to promote product brands
- Built websites and managed social media

Shop Manager — Image On Print Shop 07/2025 – 09/2026

- Led a team of 5 in print production and design
- Met with customers about design ideas and project needs; came up with logo designs and gave creative advice
- Converted artwork from JPG and other formats into AI, PNG, and PDF files, and created print-ready files for DTG, DTF, and large-format printing
- Prepared custom embroidery designs and converted artwork to .EMB and .DST files using Wilcom EmbroideryStudio
- Reviewed and fixed embroidery files for good stitch quality on Barudan machines
- Prepared artwork for banners, stickers, and other large-format products on a Roland TrueVIS VG3-540
- Prepared quotes and invoices and explained pricing, production options, and timelines

Lead Designer / Production Assistant — PinkBird Productions 03/2020 – 07/2025

- Completed multiple ad campaigns with nationwide marketing firm AP Keaton, whose accounts include Lagunitas, Hennessy, and Skyy Vodka
- Prepared digital files for banners, panels, vehicle wraps, window decals, murals, and store displays

Warehouse Associate — BUNDLSD 09/2026 – Present

- Pack and ship items sold on Whatnot live streams

SKILLS

Adobe Photoshop & Illustrator • Wilcom EmbroideryStudio • Figma • Webflow • WordPress • Final Cut Pro • Logic Pro X • AI prompting • Branding & logo design • Print-ready & embroidery file prep (AI, PNG, PDF, .EMB, .DST) • Social media content • Live sales (Whatnot, TikTok Shop) • Bilingual: English & Spanish