



PATRICIA CAPIRAL

patriciacapiral.com

patricia.capiral@gmail.com

Honors

A Better Chance Scholar

University of Southern California

Presidential Scholar

ALD Honor Society

Cum Laude

Skills

InDesign, Illustrator, Photoshop

HTML, CSS, basic JavaScript & PHP

Languages

English, Tagalog, French

Interests

material studies, critical theory

web development, sculpture

Education

University of Southern California

Roski School of Art and Design

May 2016

Bachelor of Arts in Design

Work & Leadership Experience

GUESS? Inc.

Branding & Licensing Intern

June - August 2016

Compiled the first ever GUESS Branding Guidelines, distributed to licensees & employees. Developed branding/packaging concepts, including gift boxes, labels, hang tags, hardware, etc. Designed mock-ups, rendered CADs of accessories & GWPs, to be produced across all GUESS brands. Collaborated on concepts & graphics for projects for A\$AP Rocky & Ariana Grande.

Blum & Poe

Archivist Intern

January - May 2016

Captured & prepared press for exhibitions, maintained artist bibliographies, managed publications. Designed digital assets for web & social media.

Gallery CLU

Intern

June - August 2015

Assisted with exhibition curation & event programming. Researched & produced content on digital platforms, including social media. Refreshed web design & content, authored a manual for its continued operation.

Troy Philippines

Programming Director

August 2013 - May 2015

Spearheaded yearly programming, including culture nights, conferences, & banquets. Collaborated with SCPASA to organize an annual summit for the Filipino collegiate community featuring workshops for 300+ guests.

Nouvelle Vague

Intern, Studio Assistant

October 2011 - 2012

Established social media & SEO practices. Managed web & image assets through Wordpress & XML. Researched, produced content published on blog & Agency Access email blasts. Designed blog layouts & print materials, including LeBook advertisements.