



Angel Alcala

VISUAL DESIGNER

CONTACT

- 818-472-9159
- angel.alcala3262@gmail.com
- San Fernando
- <https://angel-alcala.com>

PROFILE

I'm an emerging visual designer with strong technical skills and a collaborative approach, focused on delivering impactful design and marketing solutions that drive measurable results for organizations and their customers.

EXPERIENCE

GRAPHIC DESIGNER

26 California Wholesale

September 2025 - Present

A global importer and B2B distributor manages over 10,000 SKUs, serving major retailers and merchants. It specializes in high-volume general merchandise, transforming imports into consumer goods through private labeling, brand development, and catalog production.

- Conceptualized, developed, and produced over a dozen commercial packaging designs for in-house brands used for white labeling.
- Managed, developed, and conceptualized a new large-scale wholesale e-commerce website for the business using Shopify.
- I worked on various social media posts and created numerous catalogs for different items. Additionally, I contributed to the development of presentations and flyers for the sales department's pitches.
- I've spent countless hours doing product photography and developing graphics for print and web using a combination of design and photography. This has taken my photography skills to a new level, and I've come to consider it a new passion of mine.

STUDENT PROJECT LEAD/GRAPHIC DESIGNER

IntersectLA - Northridge

June 2024 - May 2025

A student-powered creative agency at California State University, Northridge, delivering professional campaigns, branding, and marketing solutions for community nonprofits and business partners.

- Collaborated on cross-disciplinary teams to create integrated branding and marketing campaigns for real-world clients
- Developed visual identities, web designs, and promotional materials for nonprofits and businesses
- Participated in skill-building workshops and bootcamps focused on design, UX/UI, and communication strategy
- Gained experience in a fast-paced agency environment while applying classroom knowledge to client-based solutions

GENERAL MERCHANDISE/CLOSING EXPERT

Target - Granada Hills

October 2021 - May 2025

Supported Target's fast-paced retail environment by maintaining efficient store operations and ensuring a visually cohesive, well-organized merchandise layout. Built transferable skills in visual organization, workflow coordination, and customer-focused service.

- Maintained visually organized merchandise displays with attention to layout and consistency
- Developed client-facing communication skills while managing POS and helping customers

EDUCATION

BA, COMMUNICATION DESIGN

California State University,
Northridge

PROFESSIONAL SKILLS

- Brand Identity
- Photography
- Typography
- UI/UX Design
- Wireframing
- Prototyping
- Design Systems
- Responsive Design
- HTML/CSS
- Motion Graphics
- Video Editing

PROGRAMS

- Adobe Illustrator
- Adobe Photoshop
- Figma
- Adobe Premiere Pro
- Adobe After Effects

INTERESTS

- Music
- Video games
- Sports
- Art
- Photography