

# José Vaca

Creative Director | Senior Designer | Brand & Digital Storyteller

Bachelor of Architecture (B.Arch), California College of the Arts, 2015

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## SUMMARY

Creativity is my language. I've spent 13+ years designing across architecture, brand, and digital—always chasing the spark where culture, technology, and community meet. I've built brands from scratch, shaped digital experiences for millions, and launched ventures rooted in both heritage and impact. At the heart of it all, I believe in clarity of purpose, thoughtful design, and stories that move people forward.

## EXPERIENCE

Interactive Designer - Raptive

May 2023 – Jun 2024

- Served as lead designer for the marketing team, producing assets from pitch decks to launch-ready products.
- Designed static visuals, interactive banners, motion graphics, and video content for clients including Toyota, LEGO, Hershey's, and creators like Camille Styles and My Chic Obsession.
- Built and iterated on 100+ prototypes, accelerating dev handoff and cutting build time by 25%.
- Improved user retention by 12% and restructured content flows for 100K+ users to boost accessibility and engagement.
- Supported the Brand Design team with print collateral, event signage, and space-planning ideation for live activations.

Visual Designer II - Filter (A 24 Seven Company), REI Co-op

Jan 2022 – Mar 2023

- Led the update of REI's brand guidelines, ensuring consistency across digital, retail, and partner channels.
- Designed digital + physical assets spanning email, social, banners, app messages, and in-store signage.
- Collaborated on 20+ major campaigns and co-reviewed 150+ designs, ensuring quality across 200+ deliverables.
- Contributed to a 15% increase in campaign engagement and a 12% YoY lift in customer engagement metrics.
- Supported community partners such as Outdoor Afro with branded assets to extend REI's impact.
- Produced event collateral (marathon archways, canopies, donation bins) to strengthen brand presence in live activations.
- Proposed innovative concepts (AR/VR outdoor experiences, urban forest pop-ups) to make the outdoors more accessible.

## CURRENT INDEPENDENT VENTURES

Founder & Creative Director - Givabite

2017 – Present

- Conceptualized and launched a mission-driven donation platform that automates hunger relief through micro-roundups and blockchain transparency.
- Led end-to-end development — branding, UX/UI, storytelling, strategic partnerships, business operations, and fundraising.
- Architected donation flow using Stripe, Every.org, and Polygon blockchain, ensuring a non-custodial, trust-first model.
- Built the early product strategy, roadmap, and growth approach; currently overseeing design, development, and go-to-market.
- Managed and collaborated with freelancers, developers, and advisors to align creative vision with operational goals.
- Developed and refined pitch decks, business docs, and brand language to communicate vision and secure support.

Founder, Creative Director, & Culinary Innovation - Swole-sa™

2024 – Present

- Built the brand from the ground up — naming, identity, tagline, flavor development, packaging, and audience targeting.
- Led brand strategy, R&D, product positioning, packaging design, and consumer messaging.
- Managed formulation and ingredient research to meet FDA “Good Source of Protein” standards.
- Designed nutritional labels, sourced suppliers, and prepared for market testing and launch.
- Oversaw all creative and product development, ensuring alignment with brand values and market trends.

## SKILLS

Design: Visual Design · UX/UI · Brand Identity · Storytelling · Product Design · Motion Graphics · 3D Design · Photography · Apparel Design · Illustration & Authorship · Community Building

Tools: Figma · Adobe Creative Cloud (Photoshop, Illustrator, After Effects, InDesign, XD) · AutoCAD · Rhino · SketchUp · V-Ray · Unreal Engine · Spline · Shopify

Other: Copywriting · Voice Acting · Dance/Movement Arts · Cooking