

# Preston Sierra

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@prestoned\_

## EDUCATION

Art Institutes  
International of Minnesota

## CERTIFICATION

Bachelor of Science  
Digital Film and Video  
Production  
-Minor-  
Interactive Media and Web  
Design

## Awards & Certifications

First Annual Art Institute  
Short Film Festival\*

1st Place Award  
Hard Day's Night

zulily  
Star Awards\*

Integral Design Inventions

Realistic Compository

## SKILLS

Creative Direction \_ UX/UI Design \_  
Cross-Functional Collaboration \_  
Marketing & Advertising Structures  
\_ Concept Art \_ Content Management  
& Strategy \_ Brand Identity \_  
Networking \_ Creative Problem  
Solving \_ Graphic Design Principles

## SUMMARY

My creative direction and design skill set has led me to promote services, products and produce advertisements towards brand equity for well over a decade. I have an irresistible push to find the magnitude of multiple mediums; meaning I enjoy supporting teams in a cross-functional platform for the betterment of graphical marketing structures.

Allow me to help your brand and service perform better Go-To-Market Strategies with user experience and creative alignment.

## EXPERIENCE

Film Sierra\_under contract\_

### Graphic Designer-Creative Director-Marketing

- Creative direction towards top tier brand development
- Creating digital assets with brands like VF Corp, North Face, VANS, Gucci, Ray-Ban Eyewear, Ring Security Cameras, Poler, Hurley, 2 Gingers Irish Whiskey Co, Karakorum Binding Company and many more.
- Excellent storytelling skills, being communicative with stakeholders across multiple brands simultaneously.
- Cross functional coordination with teams for Go To Market Strategy

2015-Present

### Curated Snowboard Division Sales Rep

- Top 3% in yearly sales
- Managed multiple daily accounts while leading in repeat customers
- Produced high engagement leads while expanding through lead referrals.

2024-2025

### zulily Editorial Photo Editor

- In collaboration with the UX & Design Teams, created front page composite imagery for the fast-paced flash sales eCommerce and digital market.
- Top tier % of NPV events with fastest grossing sale history
- Operated in the advancement of Sunglasses & Readers Composites
- Created seasonal style guides and storyboards used for company wide deployment of Design Implementation, bridging the gap between Design and Merchandising teams.
- Awarded highest growth in sales while maintaining deadline driven events with functionality and aesthetic requirements.
- Designed thousands of front page editorial events in the span of three years.

2014-2016

### SugarBowl Ski Resort Marketing Coordinator

- Managed Editorial imagery on www.Sugarbowl.com while being in charge of third party websites, (Sprout Social, OnSnow, Instagram, Facebook, etc.)
- Creative Director for Crows Peak chair lift installation Marketing.
- Initiated events in San Jose and Sacramento for the SnowBOMB Festivals

2013-2014