

Patrick Borgerding

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Multimedia designer with experience in creative direction for print, web and video collateral. Special focus in motion graphic animation and print layouts.

Work Experience

Comco: An MMT Company, Burbank, CA

SENIOR CREATIVE DESIGNER

08/2023-Present

- Creative lead on 6+ trade shows each year, designing booth backdrops, producing videos and print collateral maintaining brand consistency across all mediums to increase brand awareness.
- Creative lead on MMT brand guidelines after Comco was acquired by MMT. Overhauled the design direction of MMT's digital, print and web direction. New website to launch Q4 of 2026.
- Translated highly technical machines processes into understandable explainer videos for sales team.
- Creative lead on Comco's brand guidelines pre-acquisition, establishing consistency across print, web and video. Increased followers on socials by 150%, with 5.7 million views across platforms.

Freelance Work, Los Angeles, CA

CREATIVE MULTIMEDIA DESIGNER

09/2016-Present

- Designed digital assets for multiple Yaasa trade shows and kickstarter campaigns, one of which was fully funded in 24 hours, generating \$57,324 in revenue for the campaign.
- Designed 2 websites for Delgados/Pepes Mexican Restaurant, designed and continue to update their full suite of menus for going on 8 years, using Claude Design AI tools to improve workflow.
- Lead creative and motion graphic artist for the campaign in favor of Ventura Country Pilot Cannabis Cultivation program, Measure O, which successfully passed in 2020.

Peak Visory, Long Beach, CA

CREATIVE PROJECT MANAGER

07/2022-08/2023

- Project manager for all print, web and video productions including on-site shoots with 3+ staff. Used for social media purposes, 3 trade shows and investor relations.
- Designed detailed proposal for Malaysian Ministry of Health to legalize medicinal sale of cannabis.

Glass House Brands, Long Beach, CA

SENIOR DESIGNER

06/2020-07/2022

- Re-launched 4 CPG brands for sale at 471 retail stores generating \$69.4 million revenue, an increase of 44 percent verse the prior year. Grew to a consistent top-3 brand during each quarter in 2021.
- Produced video content for new product announcements, social pages, and press releases.
- Managed our 100+ online product SKUs for 5 different websites with updated photography.

Elite Garden Wholesale, Santa Barbara, CA

MARKETING DIRECTOR

12/2016-06/2020

- Production lead on VR facility tour for 5+ trade shows increasing traffic to our booth by over 100%.
- Designed print and social media collateral using Adobe Creative Suite to increase social media pages by over 30,000 followers.
- Designed apparel, 3 websites, 7 individually packaged cannabis products for distribution to over 50 dispensaries in California.
- Motion graphics production lead for 'For Farmers by Farmers' campaign for CARP Growers Assoc.

Education

Economics, Psychology, Minor in PW Multimedia Design, UC Santa Barbara, Santa Barbara, CA