

# EUGENE BUSTILLOS

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## SUMMARY

Relentless Creative Lead powerhouse with over 15 years in the business serving the life science, technology, B2B, finance, action sports, and nonprofit sectors. Use visual storytelling talents and design expertise to elevate brands through custom digital, print, and experiential solutions. Conceptual thinker who applies design principles and critical thinking to generate both engaging and intelligent results that align with business goals. Deep appreciation for experimental design to keep an open mind for problem-solving opportunities. Proven track record of successful problem-solving under demanding circumstances while remaining focused on-brand and on-strategy. Deliver distinct design solutions for new branding campaigns, marketing collateral, financial reports, digital, and environmental deliverables.

## AWARDS AND RECOGNITIONS

- Print Design Annual
- Communication Arts
- BlackBook AR100
- Sappi Fine Paper
- Sappi - Ideas That Matter
- National Investor Relations
- National Investor Relations Institute
- Big Book of Logos
- CNBC Squawk Box

## SKILLS

- Photoshop
- InDesign
- Illustrator
- XD
- Sketch
- After Effects
- Word
- PowerPoint
- SharePoint
- Keynote
- Excel
- Webex
- Teams
- HIVE
- Horizon Workrooms VR

## PROFESSIONAL EXPERIENCE

**Biolumina** | New York, NY

**Art Supervisor** | ORSERDU | December 2022–Present

**Tag** | Westlake Village, CA

**Creative Lead** | Regeneron | August 2022–Present

**Creative Lead** | Amgen | Tag Center of Excellence | December 2020–July 2022

**Art Director** | Bone Health | Cardiovascular | July 2018–November 2020

- Lead and develop creative projects for multiple pharmaceutical clients (Amgen, Bristol Myers Squibb, Novo Nordisk, Pfizer, Regeneron, and Sanofi) for health care providers (HCPs) and direct-to-consumer (DTC) audiences.
- Supervise and evaluate work to provide guidance to art directors, copywriters, and senior designers.
- Work with account and project managers on schedules, timelines, and workflows to ensure timely deliverables and product launches.
- Present design concepts to clients and ensure brand consistency across multiple platforms (websites, mobile, dynamic banners, emails, iCVAs, print, experiential, presentation decks, etc.) and incorporating brand style guide standards.
- Advance company branding via the design of promotional materials, including media kits and events, develop and direct marketing strategies on the company website, email blasts, and social media posts.
- Participate in sales and marketing initiatives as creative lead for complex presentation pitch development.
- Collaborate closely with copywriters, designers, sourcing teams, proofreaders, medical editors, and coordinators to prepare materials for medical legal regulatory (MLR) submissions; Work with development teams for digital projects (UX/UI and front-end developers).
- Train and direct team members who develop design concepts into design layouts for print and digital.
- Provide leadership, strategic thinking, and inspiration to creative and production teams, copywriters, and freelancers to produce design solutions for targeted brand audiences.

**Eugene Bustillos Design** | Woodland Hills, CA | January 2019–Present

**Creative Director Consultant**

- Collaborated closely with clients to determine their needs and wants to develop designs to adhere to budgets.
- Worked directly with the CMO and key stakeholders to generate annual reports, proxies, and ESG reports for ASGN Incorporated, a \$4 billion IT services and professional service provider in the technology, digital, creative, engineering, and life sciences fields across commercial and government sectors.
- Coordinated with financial print vendors, transfer agents, and financial team members.
- Developed websites, print materials, advertising collateral, and multimedia presentations for brands in multiple industries for a boutique studio.

**Daylight Cycle Co** | Camarillo, CA | January 2016–January 2019

**Co-Founder & Design Director**

- Targeted a niche market seeking highly customized performance BMX racing products.
- Established the strategy, vision, persona, and funding to create the look and feel for all race wear; vehicle and trailer wraps; event graphics for domestic and international teams; product packaging; and all print and digital materials.
- Partnered with professional elite cyclist who rode my product at the 2016 Summer Olympics.
- Created a product-testing framework to ensure products met durability, quality, functionality, compatibility standards, and road worthiness.

**NeedThree** | Camarillo, CA | December 2010–October 2019

**Design Director**

- Managed all creative phases of each project, including scheduling and managing the production of projects; determining delivery logistics; and negotiating contracts to secure new clients and projects.
- Collaborated with the marketing department, project stakeholders, creative director, and creative team to develop packaging concepts, develop visual strategies for brand storytelling presentations, and ensure timely execution of creative deliverables while providing insight into best practices and current design trends.

**Zeesman** | Beverly Hills, CA | February 2009–December 2010

**Senior Design Consultant**

- Worked closely with the creative director on several branding assignments, pitches, and photo shoots.
- Generated mood boards, visual brand audits, and research to provide insight and inspiration to the creative team.
- Creative lead for a new high end spa brand. Created logo, identity system, all collateral, and website.

**MC BrandStudios** | Thousand Oaks, CA | February 1998–May 2009

**Design Director**

- Key Accounts: CBRE, Nokia, and CK Mondavi.

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**EDUCATION & PROFESSIONAL**

- **BFA Graphic and Packaging Design** | Art Center College of Design
- **AA Degree in Design** | University of Hawaii

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**VOLUNTEER EXPERIENCE**

- **Architecture for Humanity**  
Annual report design and print sourcing.
  - **The Midnight Mission**  
Rebrand 100 year non-profit to fight homelessness.
  - **AIGA Los Angeles**  
Host of Spark monthly networking series.
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