



SPENCER HAGGARD

GRAPHIC DESIGNER 📍 SACRAMENTO 95831, UNITED STATES ☎ 9167169202

◦ DETAILS ◦

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◦ SKILLS ◦

Graphic Design

Adobe Suite

Vector Illustration

Print Production Design

Ecommerce Design

CAD Design

Solidworks

AutoDesk Fusion 360

Design for Manufacturing

Product Design

Branding

Project Management

Laser Engraving

3D Printing

Accounting

Accounts Receivable

Debt Collection

Cash Tracking and Management



PROFESSIONAL SUMMARY

I'm a Product and Graphic designer with occasional finance roles and 10+ years designing brand-forward products and turning complex concepts into manufacturable, market-ready items. Experienced in end-to-end production — CAD/CAM, DFM, 3D printing, traditional vinyl and silk screen print graphic production, and laser engraving — with high-profile work for clients like Caesar's Palace, The National Parks Service and The Cosmopolitan Las Vegas. My passion is taking ideas and making them real, and I hope to have the opportunity to bring your graphic concepts from idea to reality as well!



EMPLOYMENT HISTORY

Freelance Designer, Printer, & Engraver at Self Employed, Sacramento

Jun 2016 — Present

I am a Sacramento-based graphic and product designer specializing in bringing complex concepts into the physical world. My portfolio spans a highly diverse range of industries, and I have engineered and designed everything from consumer goods to large-scale installations like custom chandeliers for Caesar's Palace Las Vegas. I approach every project with an eye for both striking visual identity, brand message and cohesion, and manufacturing viability, ensuring every design smoothly translates from an idea to a final professional product.

I offer my clients:

- full graphic and product design services and full printing, engraving, and 3d printing capabilities, taking a concept from idea all the way to being a physical item.
- Product Design & Physical Prototyping
- Graphic Design & Brand Identity
- 3D Printing & Laser Engraving
- 3D modeling (CAD/CAM)
- Design for Manufacturing (DFM)

Notable clients:

The National Parks Service

Caesar's Palace Las Vegas

Cosmopolitan Las Vegas

Accounts Receivable Manager at Brand Force One LLC, Sacramento

Jun 2022 — Present

In this position I manage Cash Collection and Accounts Receivable for several cannabis brands including SAUCE Essentials. This role involves customer service, cash tracking, invoicing, and debt collection, as well as project and employee management and scheduling. In my time at Brand Force One I:

- managed over 3.1 million in receivables
- lowered DSO from 110 to 42

- developed many new policies and SOPs that reduced the amount of man hours needed for effective follow up and debt collection
- spearheaded several bookkeeping cleanup projects for issues left behind by the prior manager.
- Worked with our development team to create tailored apps for accounting and debt collection

Print Production Manager at Bud Bar Displays, Rancho Cordova

May 2022 — Jun 2022

Though I was only at this role briefly, I learned a lot and was the Print Production Manager for Bud Bar Displays. This included:

- making sure production of printed products was done on time and to a high professional standard
- print production and plastic fabrication
- customer service
- producing Graphic Designs and print proofs
- maintaining the printing equipment and print shop inventory

Engraver and Print Production Manager at Awards By Kay, Sacramento

Mar 2019 — Feb 2022

I was the primary graphic artist and engraver at ABK. This responsibility included:

- managing production employees
- creating custom vector art for clients
- using laser engraving machines to engrave a variety of awards, trophies, memorials, and objects
- Bulk Orders \$20,000+ routinely Delivered on time to high standards

Design Engineer at Sapphire Chandelier, Anaheim

Jul 2015 — Jan 2016

I worked as a Design engineer at Sapphire Chandelier, my primary duties were designing and engineering custom chandelier and lighting concepts, and prepping draftings and CAD models for manufacture. The most notable project at this firm was designing nearly all of the lighting for Caesar's Palace Las Vegas.

Skills:

CAD Modeling and Design

Design for Manufacturing

Solidworks



EDUCATION

Bachelor of Science - Industrial Design, The Art Institute of California - Orange County, Santa Ana

Jun 2012 — Jun 2015

Graduated a 4 year degree in 3 years, and won 1st place in the Art Institute of California's Industrial Design Competition



COURSES

Google AI Fundamentals, Google

Jul 2026 — Aug 2026

AI for Brainstorming and Planning, Google

Jul 2026 — Aug 2026