

CAPABILITY STATEMENT

MandoMade

Creative Strategy & Consulting Group

Armando Ceron · Creative Director & Founder

(949) 744-6497 · mando@mandomade.co · www.mandomadesolutions.com

Santa Ana, CA · OC / LA County

✓ SAM.gov Registered · Latino-Owned SDB · Insured Since 2012

541430 Graphic Design	541810 Advertising	541613 Mktg Consulting	541511 UI/UX & Web Dev
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COMPANY OVERVIEW

MandoMade Creative Strategy & Consulting Group is a Latino-owned small business based in Orange County, CA — registered in Los Angeles County and active on SAM.gov. Founded in 2012 by Armando Ceron (ArtCenter College of Design BFA; Quantic Executive MBA), MandoMade delivers creative, brand, and marketing services to government agencies, nonprofits, and mission-driven organizations — with **75+ brands and clients** served across 14 years of practice.

Key differentiators: Creative director, designer, and marketing strategist with a BFA from ArtCenter College of Design and an Executive MBA. 90+ digital projects and 35+ ad campaigns across public sector, nonprofit, and commercial clients. Extensive experience with early-stage startups from pre-seed through Series C, helping raise **\$100M+ in venture capital**. Proven public-sector & nonprofit track record. SoCal-based with nationwide delivery capability.

SELECT CLIENT ROSTER

Google · Jigsaw/Google · Marvel Studios · Nike · Disney · Netflix · Starbucks · K-Swiss · Facebook · Intel · Sony · Ford · Riot Games · Target · JBL · Carl's Jr. · Nescafé · Angel Studios · ZeitView · LOCI · Super League Gaming · LA Water Conservation Council · Heluna Health · Co-Lab Culinary Training Collective · Atwater Infrastructure Project

CORE COMPETENCIES

— Brand Identity & Logo Design	— Marketing Strategy, Campaigns & Content Development
— UI/UX & Web Design for Public-Facing Platforms	— Environmental & Signage Design
— Motion Design, Video, Film & Commercials	— Creative Direction & Art Direction
— Photography & Commercial Production	— Design Systems, Brand Guidelines & Accessibility
— Public Outreach & Communications (Print, Digital, Social)	— Packaging & Print Design
— Product, Service & Mobile App Design (Web, SaaS)	— Artwork, Digital Art & Illustration
— Experience Design (Events & Brand Activations)	— Mobile & Desktop App Design
— Copywriting & Strategic Positioning	— Social Media & Content Creation Strategy
— Business Development Strategy	— Mobile & Console Game Development
— AI-Enabled Design, Automation & Workflow Optimization	— XR (VR/AR/MR) & Interactive Experiences

PRESS + MEDIA COVERAGE OF WORK

TechCrunch	Forbes	Medium	Engadget	CBS	Yahoo! Sports
Fast Company	Built In LA	Gizmodo	Little Black Book	Discovery Channel	WIRED

PAST PERFORMANCE HIGHLIGHTS

CLIENT	SCOPE OF WORK	OUTCOME
LA Water Conservation Council	Celebrity-powered PSA featuring Tony Hawk & Z-Boys to conserve water; web, brand, short form commercials, and social media campaign and giveaway.	<i>Created public awareness about the California drought via local TV broadcast channels; Fast Company Top 5 Ads of the Week</i>
Heluna Health	Public health branding and communications for LA County health programs — created a website and marketing materials designed to drive enrollment in family services.	<i>Ongoing public-sector engagement & multi-year collaboration</i>
Google (15+ projects)	Marketing LPs, product design, UI/UX, broadcast, AR/VR/MR demos, event marketing, and brand design systems across Google X, Google For Education, Google Mobile, Google Fit, Project Tango, Google Web Designer, Jigsaw, The Zoo, Free + Open Internet, and Android.	<i>Multi-billion device reach; world-first Augmented Reality technology demos; sold millions of devices and digital/SaaS services</i>
23andMe	Full advertising campaign launch: brand design, marketing communications strategy, social media, test kit packaging design, and international commercials.	<i>Successful 1st campaign launch; sold over 180K units worldwide (2012)</i>
LearnbyLoci	Helped safety technology startup launch a new way to teach people safety procedures via mobile devices using QR codes and Augmented Reality — demo apps, LMS dashboard, and 3D training videos.	<i>Helped raise \$4M seed round of venture capital; acquired pilots with SeaSpan & Tesla</i>
5&2 Studios / The Chosen	Brand identity for new entertainment studio, advertising campaigns, packaging design, and branding to promote hit Netflix drama series.	<i>Led brand launch of independent studio behind one of Netflix's Top 5 Dramas (2024)</i>
Co-Lab Culinary Training Collective	Brand strategy, creative direction, and marketing for a culinary training collective — restaurant branding, content creation, AI-driven design workflows, and influencer marketing.	<i>Launched rebrand across multiple micro-restaurants & Mode Bar at 4th Street Market, DTSA</i>
Ford Motor Company	Developed international marketing platforms for Ford's 2016 Ranger & Edge launch in Saudi Arabia — campaign strategy, copywriting, digital, social, activations, website design, and TV commercials.	<i>Successful 2016 Ford Ranger + Edge launch into EMEA consumer market</i>
Atwater Infrastructure Project	Brand design for Stackyard Urban Community Innovation Hub — real estate development for urban community use encompassing food, art galleries, and technology-friendly space.	<i>Successful proposal of final brand design system and environmental graphics</i>
The Irvine Company	Branding, UI/UX design, website design, and art direction for a new real estate development in Playa Vista, CA.	<i>Successful website launch for high-profile RE development project</i>

REGISTRATIONS & CREDENTIALS

- ✓ SAM.gov — Active Federal Registration
- ✓ CA Certificate of Good Standing — Active (Entity No. 3450215)
- ✓ DBA: MandoMade Creative Strategy & Consulting Group — Filed OC Clerk-Recorder 4/6/26 (Stmt. No. 20266739813)
- ✓ Orange County Business License — Registered
- ✓ LA County Vendor Registration
- ✓ Insured since 2012 — Professional Liability (E&O): \$500K per claim / \$2M aggregate (Policy No. NXXTPYVDJP-01-PL, exp. 01/31/2027)
- ✓ Latino-Owned Small Business (SDB eligible)
- ✓ BFA — ArtCenter College of Design (2007)
- ✓ EMBA — Quantic School of Business & Technology (2023)
- ✓ 17+ Years in Creative, Advertising, Brand & Marketing Services
- ✓ PlanetBids & Cal eProcure Registration (in progress)

COMMUNITY & ADVISORY

Venture Growth Lead

Expert Dojo
Feb 2024 – Present

Ambassador

OC Startup Council
Jul 2023 – Present

Innovation Director

WNDF (World NGO Day Foundation)
Feb 2024 – Jan 2025 · Human Rights

Fundraising Consultant

Rise Above The Disorder
Jan 2016 – Jan 2017 · Health / Mental Health