

# LUIS GARCIA

GRAPHIC DESIGNER

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Dynamic, dedicated, and bilingual Graphic Designer, highly regarded for proven success in increasing brand recognition and revenues in competitive markets. Nearly a decade of experience in visual design, interactive design, and brand development for a range of start-ups, agencies, and SaaS-based enterprises. Passionate about typography, imagery, and brand messaging that impacts web, print, mobile, and multimedia campaigns. Masterful interpersonal skills with the ability to collaborate with cross-functional teams, examine the client's needs, and deliver top-notch products. Seeking a new challenge to design simple solutions for complex tasks, create an elegant customer journey with influential visual strategy, and use design principles to raise the bar.

## CORE COMPETENCIES

Graphic Design   Visual Design	Vector Design   Logo Design	Brand Identity Development
Mobile & Web Visual Design	Print Design   Web Design	Wireframes   Prototypes
Data-Driven, User-Centered Design	Digital Marketing Strategy	Omni-Channel Media Campaigns
UI Design   User Interface Optimization	Interpersonal Communication	Team Leadership & Mentorship

## TECHNICAL PROFICIENCIES

**Design Tools:** Figma, Sketch, InVision, Principle

**Adobe Creative Suite:** Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects, Adobe XD

**General Programs:** Google Suite (Docs, Sheets, Meets, Drive), Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Teams), Dropbox, JIRA, Zoom, Slack

## PROFESSIONAL EXPERIENCE

### DESIGNER

Infor | New York, NY | 04/2021– 01/2024

Supported brand identity and design guidelines for Infor, a multinational software company with world-class cloud computing initiatives, ensuring consistency across all touchpoints and collaborated with cross-functional teams of marketers, copywriters, animators, etc. Defended brand messaging strategies through understanding the target audience, emerging technologies and company-wide objectives.

- Implements design assets across various media channels including print, social media, sales funnels, email marketing, graphics, and trade show booths.
- Applies bilingual proficiency across international design products, serving as a bridge between multilingual teams and fostering a collaborative work environment.
- Spearheads seamless delivery, on-time and under budget, for global teams from product inception to post campaign research. Works within multiple time-zones to re-organize priorities for on-time submission.
- Conducts training sessions, guiding team members through each step of our comprehensive social media template, designed to support the entire team on brand guidelines such as typography, colors, exports, etc.

**VISUAL DESIGNER**

OS33 (Now, Venn) | New York, NY | 07/2019 – 01/2021

Supported Product Teams for OS33, a leading workspace solution for RIAs, Broker-Dealers, and other security-driven companies. Responsible for designing visual assets for products and creating low/high-fidelity prototypes for user testing. Upheld our company while addressing the user needs of each client and their unique end-goals.

- Translated complex concepts into user flows, user stories, wireframes, mockups, prototypes, etc., which led to a more intuitive user experience. Utilized Figma on daily and pushed for a more modern tech-stack while remaining adaptable to limited software for print collateral.
- Identified design problems and areas for opportunity while devising elegant solutions in accordance with brand guidelines and the company's cybersecurity compliance standards.
- Launched a strategic design and UX/UI built on usability/functionality, not solely aesthetics. Utilized data-derived insights to make intellectual decisions related to core, trends, and new functions.
- Optimized the data search function that filtered out irrelevant information for the customer; effectively expedited their customer journey through a well-developed user interface and user experience design.

**GRAPHIC DESIGNER**

Lehman College | Bronx, NY | 03/2016 – 06/2019

Designed in-house assets for Lehman 360 and LehmanQ, producing high-end web assets for marketing team and digital/outdoor signage. Successfully managed and coordinated graphic design projects from concept inception to completion, supporting staff with web design layouts, promotional content, training materials, and process improvement. Translated subject matter into the design for newsletters, email, social, and print/sales collateral.

**EDUCATION**

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**BACHELOR OF FINE ARTS (B.F.A.), GRAPHIC DESIGN**

Fashion Institute of Technology | New York, NY (2019)

**ASSOCIATES OF FINE ARTS (A.A.), COMMUNICATION DESIGN**

Fashion Institute of Technology | New York, NY (2017)

*Certifications:*

User Interface (UI) Design | FIT | New York, NY (2019)

AAS Graphic Designer Expert | FIT | New York, NY (2018)

AAS Graphic Designer Expert | Bronx Community College | New York, NY (2016)

*Languages:*

English &amp; Spanish

**HONORS**

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**WINNER, LOGO DESIGN COMPETITION**

The New York Metro Study Abroad Group (NYMSAG) | New York, NY (2017)

**AWARD RECIPIENT & EXHIBITIONER**

The Museum at FIT | #EXPERIENCE Exhibit (2017)

*Features the top design projects related to typography, UX/UI, & App/Web-Based Interfaces*