

LUIS GARCIA

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EXPERIENCE

Success Academy (Group of 47 K-12 Public Charter Schools with 17,000 Students) Senior Graphic Designer

New York, NY
April 2021 – Present

Large-Scale Out-of-Home (OOH) Campaigns/Public Service Announcement (PSA) Project

- Worked on multiple OOH campaigns/PSA projects across the North Bronx, including Norwood, Kingsbridge Heights, and Williamsbridge.
- Boosted brand visibility and engagement through creative and compelling visual designs that captured public attention and communicated key messages aligned with the Academy's distinct tone, voice, and vision.

Digital Subway Displays and Static Urban Panels

- Created and optimized visual assets for digital subway displays and static urban panels ([June OOH Campaign](#)), enhancing community engagement and visibility across NYC boroughs.
- Implemented strategic design solutions using Adobe Photoshop and InDesign that improved the overall aesthetic appeal and effectiveness of urban panels and subway displays, leading to higher public interaction.

SA Visual Arts Showcase

- Designed and curated the [2024 SA Visual Arts Showcase](#) at the prestigious Agora Gallery in Chelsea, featuring over 500 student artworks and attracting more than 200 visitors on the opening day.
- Developed a cohesive visual theme and layout for the showcase, ensuring a professional and impactful presentation that received positive feedback from attendees.

Team Leadership and Collaboration

- Coached and mentored junior team members in advanced design methodologies and best practices, providing constructive feedback that enhanced their skills and confidence.
- Collaborated with cross-functional teams, including marketing, communications, and external vendors, to ensure cohesive and effective design execution across all channels.

Infor (Industry-leading Global ERP Solutions Company with \$3.2 Billion in Revenue and 17,000 Employees) Graphic Designer

New York, NY
April 2021 – January 2024

Brand Refresh and Redesign

- Collaborated with an in-house Design team on a [brand redesign project](#) following a refresh by an external agency focused on crafting campaign banner ads, optimizing social media assets, and creating marketing collateral aligned with the new branding.
- Maintained and enhanced brand identity for Infor across brochures, flyers, tradeshow booths, and other promotional items, ensuring design consistency across all global touchpoints using, Adobe Photoshop, InDesign, and Figma.

Bilingual Proficiency in International Projects

- Leveraged bilingual proficiency in English and Spanish to develop and manage international design projects, bridging gaps between multilingual teams and boosting engagement and communication with external customers.
- Developed comprehensive design guidelines that streamlined the creation of brand-compliant materials, contributing to a unified brand image.

Multi-Channel Design Assets and Project Delivery

- Created and executed diverse design assets across multiple media channels, including print ads, brochures, flyers, social media posts, sales funnels, PowerPoint presentations, animations, email marketing campaigns, graphics, and event materials.
- Ensured timely and budget-conscious delivery of projects for global teams, strategically managing tasks across multiple time zones to prioritize project deliverables, maintain high quality standards, and meet strict deadlines.

Team Training and Development

- Facilitated training sessions for team members on brand guidelines, covering key areas such as typography, color schemes, and export standards.
- Empowered team members with the knowledge and skills necessary to produce brand-compliant and high-quality design materials, leading to improved overall performance.

OS33 (Now, Venn – A Compliance and Productivity SaaS Solution Serving 700+ B2B Wealth Management Clients) Visual Graphic Designer

New York, NY
July 2019 – January 2021

Project: [Internal PowerPoint Template, Illustration Library, Product Flyers, UI Elements](#)

- Collaborated with OS33's marketing team to develop an internal PowerPoint template, establish a library of illustrations for presentations and promotional digital assets, and create product brochures, ensuring consistent and impactful messaging.
- Supported the product design team by designing user interface elements for the Workplace compliance filtration and onboarding process.

Design Support for Product Teams

- Supported product teams by designing high-quality visual assets using Adobe Illustrator, Sketch, and Invision Studio, contributing to the development and refinement of user-centric products.
- Created both low-fidelity and high-fidelity prototypes for user testing, facilitating effective feedback loops and iterative design improvements.

User Experience Enhancements

- Translated complex concepts into clear and intuitive user flows, user stories, wireframes, mockups, and prototypes, enhancing the overall user experience.
- Collaborated closely with cross-functional teams to ensure that designs aligned with user needs and business goals, resulting in highly functional and user-friendly products.

Problem Identification and Solution Design

- Identified design issues and developed effective solutions in accordance with brand guidelines and cybersecurity compliance standards, ensuring both aesthetic appeal and security.
- Conducted design reviews and testing to identify potential problems early and implement solutions that enhanced product reliability and user satisfaction.

Strategic Design Initiatives

- Launched strategic design projects focused on usability and functionality, utilizing data-derived insights to inform decisions related to core trends and new functions.
- Optimized data search functions, significantly improving the customer journey through a well-developed user interface and experience design.

Lehman College

Graphic Designer

Bronx, NY

March 2016 – June 2019

Project: In-House Design for Lehman 360 and LehmanQ

- Designed high-end web assets and high fidelity UI elements and wireframes for the LehmanQ app, including logos and promotional materials for Lehman 360 and LehmanQ, enhancing the college's online presence and marketing efforts.
- Produced compelling digital and outdoor signage that effectively communicated key messages and promoted college events and initiatives.

Project Management and Student Engagement

- Managed and coordinated graphic design projects from concept to completion, ensuring timely delivery and high-quality outcomes.
- Translated complex subject matter into visually appealing and targeted designs aimed at current and prospective students, parents, and Lehman College partners.

EDUCATION AND CERTIFICATIONS

Bachelor of Fine Arts (BFA), Graphic Design | Fashion Institute of Technology

User Interface (UI) Design | Fashion Institute of Technology

AAS Graphic Designer Expert | Fashion Institute of Technology

AAS Graphic Designer Expert | Bronx Community College

HONORS AND AWARDS

Graphic Designer, Promotional Materials, Animations, Packaging Designs | VISTA at the Javits Center 2019 Event 2019

Winner, Logo Design Competition | The New York Metro Study Abroad Group (NYMSAG) 2017

Award Winner + Exhibitioner | #EXPERIENCE Exhibit @ The Museum at FIT 2017

ADDITIONAL INFORMATION

Design Tools: Figma, Sketch, InVision, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects, Adobe XD

Collaboration: MS Teams, Dropbox, JIRA, Zoom, Slack

Productivity: Google Workspace (Docs, Sheets, Meets, Drive), Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

Languages: Bilingual in English and Spanish