



JOSHUA GARCIA

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ABOUT ME

The creative process is what makes me tick. My work is an undefined and constantly evolving method of expression. My passion for design along with solid production knowledge help me not only to make designs, but to make designs that work. From print production to web, my work has been published on a national level. I have worked with large and small businesses alike. I have crawled in the belly of the beast and lived to talk about it.

SKILLS

Brand Identity Development,
Design & Concept Development
Retail Display & Environment Graphics
POP/POS Display & Promotion
Corporate Identity & Collateral
Marketing & Sales Collateral
Photo Art Direction
Re-branding & Brand Management

TECHNOLOGIES

Adobe Photoshop ●●●●●
Adobe Illustrator ●●●●●
Adobe Lightroom ●●●●●
Adobe After Effects ●●●●●
Adobe Premiere Pro ●●●●●
Adobe InDesign ●●●●●
Wordpress ●●●●●
Microsoft Suite ●●●●●
Dreamweaver ●●●●●

EDUCATION

Visual Art and Design/Multimedia

HONORS/ AWARDS

APLA Booth Design Award
Gold Addy Award District 15
Silver Addy Award Los Angeles
Obie Award (Execution Agency)
Obie Top 50 Finalist
Cover Story Digital Graphics Mag

PROFESSIONAL EXPERIENCE

SCREAMING IMAGES (LAS VEGAS, NV)

2016-PRESENT

CREATIVE DIRECTOR / BUSINESS DEVELOPMENT

Senior Graphic Designer with 20+ years experience of experience in managing the complete design process from concept to delivery of final product. Responsible for meeting with clients and creating brand awareness. Daily production of large format advertisements campaigns, marketing and producing highly visible marketing campaign. Handle multiple projects in a deadline-driven Environment.

IMAGE OPTIONS/REFRACTION GROUP (ORANGE COUNTY, CA)

2012-2115

ART DIRECTOR/SR. DESIGNER

Design highly effective print ready graphics to streamline production and install, Created Retail Window Displays, In-store Retail POP, POS, Brand Environments & Packaging. Ideation, Layout, design and structural design
Relevant clients include: Sketchers, Asics, Oakley, Honest Company, Sony, Spectrum

ICPWEST (ORANGE COUNTY, CA)

2003-2012

ART DIRECTOR/SR. DESIGNER

Implemented highly effective color management and work-flows to increase profitability Responsible for the development and Implementation of state-of-the-art (Silk Screen) technologies to provide an increase in revenue and profit. Retouching, color correction, mechanical build and color management. Relevant clients include: Calvin Klein, Bebe, Guess, Chiat Day and Deutsch

AWESTRUCK MARKETING GROUP (LA, CA)

2002-2008

ART DIRECTOR/SR. DESIGNER

Art Director for various campaigns receiving Addy awards to help slingshot the company to be a leader in non-traditional advertising Ideation for Non-traditional out of home advertising agency Layout, design, photography and typography
Clients include, Full Throttle Energy Drink, Phillips Norelco, HBO, El Pollo Loco & Enterprise

SUPERCOLOR DIGITAL (IRVINE, CA)

2002-2003

GRAPHIC DESIGNER

Implemented highly effective color management and work-flows to increase profitability Retouching, mechanical build, color correction and profiling
Relevant clients include: Apple, Playstation, ORACLE, GES and Champion

ADVANCE GRAPHICS (SLC, UT)

2000-2002

PREPRESS TECHNICIAN

Prepress - brochures, mailers, books, magazines, etc...

SALT FLAT DESIGN (SLC, UT)

1998-2002

GRAPHIC DESIGNER

Corporate ID, brochures, mailers, newsletters, web, magazines, etc...
Clients include: Precision Tile, Sunrider Cycle Tours, Beyond Portfolio, Enviocare of Utah

SUMMARY OF QUALIFICATIONS

20 years graphic design experience, plus degree in Visual Art and Design.
Strong background in design, retouching, web, color and print production.
Able to work independently and meet deadlines in a deadline-driven, fast-paced environment.
Strong communication and leadership skills.
Proactive and able to communicate clearly and sensitively with clients and colleagues.
Effective in organizing multiple large projects and coordinating with outside vendors.
Experienced in all aspects of graphics from client needs assessment to finishing.