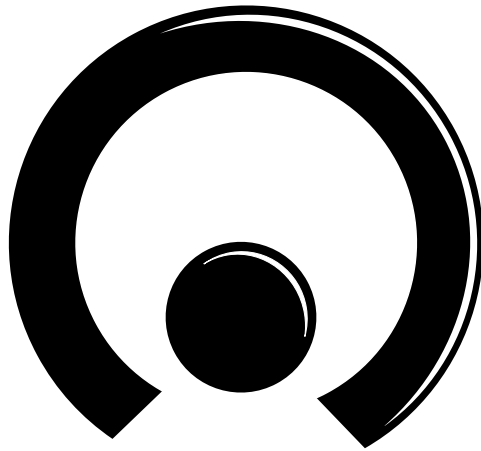




JOSHUA GARCIA

t. 949.295.0310

josh@gainerdesign.com

DISTRUPTIVE BY DESIGN

JOSHUA GARCIA

9236 SANGRIA LANE, LAS VEGAS NV
949.295.0310 • JOSH@GAINERDESIGN.COM

ABOUT ME

The creative process is what makes me tick. My work is an undefined and constantly evolving method of expression. My passion for creative design, along with solid production knowledge & sales help me, not only make designs, but to make designs that work and generate revenue. 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
Environment Graphics & Retail Display
EVENT & EXPO Displays & Collateral
POP/POS Display & Promotion
Corporate Identity & Collateral
Marketing & Sales Collateral
Advanced Photo Retouching
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

Battle Born Business Award
Featured in Kids Zone - Vegas Family Insider
Gold Addy Award District 15
Silver Addy Award Los Angeles
Obie Award (Execution Agency)
3 x Obie Top 50 Finalist
APLA Booth Design Award
Cover Story Digital Graphics Mag

PROFESSIONAL EXPERIENCE

CANDID WORLDWIDE

DIRECTOR OF CREATIVE SERVICES & BUSINESS DEVELOPMENT

Leadership role overseeing Creative Services and Business Development for a nationally recognized print and environmental graphics company. Responsible for generating new business, leading creative strategy, and managing multimillion-dollar projects from concept through completion. Partner with clients to develop innovative branding, signage, architectural graphics, and experiential marketing solutions while directing design, estimating, production, fabrication, installation, and quality assurance. Recognized for building long-term client relationships, improving operational efficiencies, and transforming creative concepts into profitable, award-worthy solutions delivered nationwide.

2021-2026

SCREAMING IMAGES (LAS VEGAS, NV)

CREATIVE DIRECTOR / BUSINESS DEVELOPMENT

Led creative strategy and business development for large-format print and branding projects from concept through final installation. Managed client relationships, creative teams, and production of high-profile advertising campaigns, environmental graphics, corporate branding, and event marketing. Successfully delivered multiple projects simultaneously while maintaining exceptional quality in a fast-paced, deadline-driven environment.

2016-2021

IMAGE OPTIONS/REFRACTION GROUP (ORANGE COUNTY, CA)

ART DIRECTOR/SR. DESIGNER

Created innovative retail environments, packaging, POP/POS displays, window graphics, and integrated marketing materials from concept through production. Specialized in brand development, layout, structural design, and print production for leading national brands including Oakley, ASICS, Skechers, The Honest Company, Sony, and Spectrum.

2012-2016

ICPWEST (ORANGE COUNTY, CA)

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 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

2003-2012

AWESTRUCK MARKETING GROUP (LA, CA)(NY, NY)

ART DIRECTOR/SR. DESIGNER

Art Director for various campaigns receiving Addy awards & Obie national finalist 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

2002-2008

SUPERCOLOR DIGITAL (IRVINE, CA)

GRAPHIC DESIGNER

Implemented highly effective color management and work-flows to increase profitability
Retouching, mechanical build, color correction and G7 profiling
Relevant clients include: Apple, Playstation, ORACLE, GES and Champion

2002-2003

ADVANCE GRAPHICS (SLC, UT)

PREPRESS TECHNICIAN

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

1998-2002

SALT FLAT DESIGN (SLC, UT)

GRAPHIC DESIGNER

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

1998-2002

SUMMARY OF QUALIFICATIONS

- 25+ years of experience in creative leadership, graphic design, large-format print, environmental graphics, branding, and business development.
- Degree in Visual Art & Design with extensive expertise in creative strategy, production workflows, color management, print manufacturing, and experiential marketing.
- Proven ability to lead projects from concept through completion, including client consultation, creative direction, estimating, production, fabrication, logistics, installation, and final delivery.
- Strong background in consultative sales, account management, and developing long-term client partnerships that drive revenue growth and customer retention.
- Experienced leading cross-functional teams of designers, production specialists, fabricators, installers, and outside vendors to execute complex, high-value projects on schedule and within budget.
- Highly skilled in brand development, environmental graphics, corporate interiors, retail displays, event marketing, signage systems, and nationwide implementation programs.
- Exceptional communicator with executive-level presentation, negotiation, and leadership skills; capable of translating creative vision into practical, profitable business solutions.
- Recognized for balancing creativity with operational efficiency while delivering innovative solutions in fast-paced, deadline-driven environments.

JOSHUA GARCIA

9236 SANGRIA LANE, LAS VEGAS NV
949.295.0310 • JOSH@GAINERDESIGN.COM

ABOUT ME

The creative process is what makes me tick. My work is an undefined and constantly evolving method of expression. My passion for creative design, along with solid production knowledge & sales help me, not only make designs, but to make designs that work and generate revenue. 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
Environment Graphics & Retail Display
EVENT & EXPO Displays & Collateral
POP/POS Display & Promotion
Corporate Identity & Collateral
Marketing & Sales Collateral
Advanced Photo Retouching
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

Battle Born Business Award
Featured in Kids Zone - Vegas Family Insider
Gold Addy Award District 15
Silver Addy Award Los Angeles
Obie Award (Execution Agency)
3 x Obie Top 50 Finalist
APLA Booth Design Award
Cover Story Digital Graphics Mag

PROFESSIONAL REFERENCES:

Tom Mattingly
(Director Of Creative Services)
Refraction Group
(949) 400-9465

Drew Livingston
(CEO)
TrashTalkFCM
(310) 600-3545

Sarah Deaton
(CEO)
Hi-Res Marketing
(818) 203-7185

Chris Cueto
(Executive Producer)
George P Johnson
(949) 422-5866

Theresa Borowski
(Creative Director)
(949)236-9216

Jeff Gray
(Photo Manager)
Image Options
(949) 600-3397

PERSONAL REFERENCES:

Art Perez
(CEO)
Purpose Roofing & Watrerproofing
(714) 244-5819

Isaac Gonzales
(CEO)
Streamline Custom Designs
(916) 759-6592

Doug Harris
(Owner)
Barrels II Bottles, LLC
(478) 955-2597

Jesse Garcia
(Director Of Operations)
Energy Solutions
(801) 550-8803

NON-TRADITIONAL OOH



Client: Yesco

Brand: Vegas Golden Knights

Synopsis: We were contacted to Knight Lady Liberty at the MGM Resorts NYNY for the Las Vegas Knights Introductory Playoff Year. This spectacular concept was to dress the colossal 300 ft statue of liberty with a Traditional Knights Sweater on the strip for millions to see world wide.



NON-TRADITIONAL OOH



Client: Caesars

Brand: Vegas Golden Knights

Synopsis: I was tasked with given Caesar some Golden Knights spirit. I proposed a larger than life 24ft long Golden Knights hockey stick with a adjacent flag. It was a hit on the strip for millions world wide to enjoy.



RETAIL WINDOW DISPLAYS



Client: Sketchers

Brand: Sketchers

Synopsis: We were challenged to bring the Star wars themed shoe display to a grand format window displays. 6ft 3D deathstar with working lights and floating sketchers themed shoes brought this display to intersteller proportions.



RETAIL WINDOW DISPLAYS



FIT2RUN

Client: ASICS

Brand: ASICS Gel-Quantum 360

Synopsis: We were challenged to bring the “Gelly” alive for the Gel-Quantum 360 shoe release for the Florida Fit-2-Run retail stores locations.



RETAIL WINDOW DISPLAYS



Client: Asics

Brand : Asics Tiger

Synopsis: Challenge: Create an eye catching dimensional window display for 5 Foot Locker Flagship locations as well as the standard kit graphics for all the other Foot Locker locations....



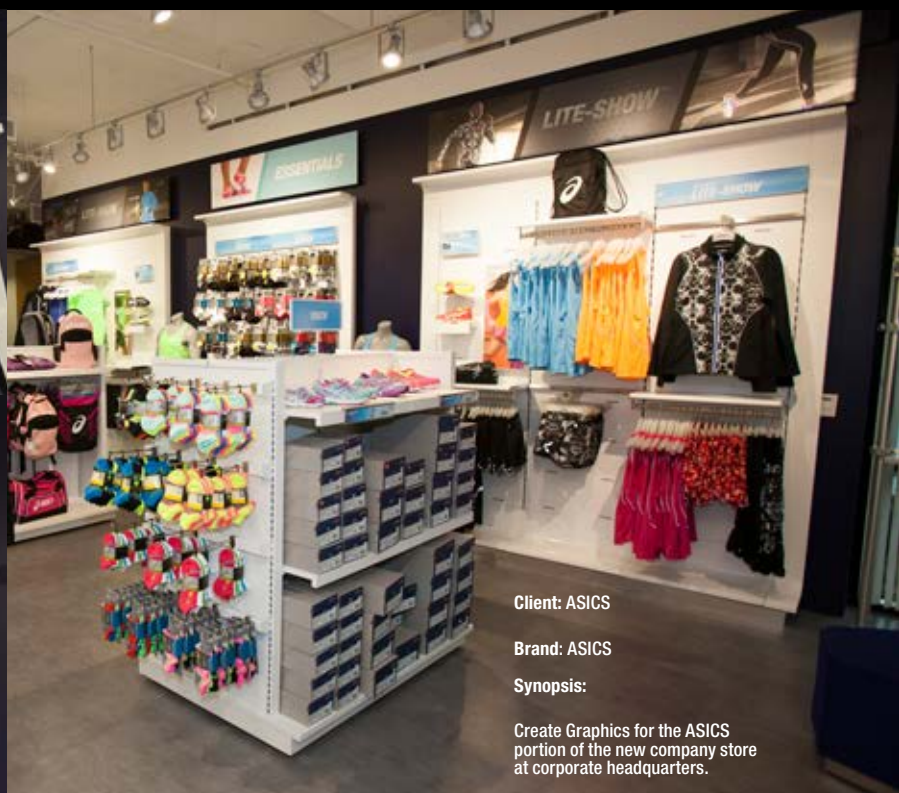
RETAIL IN-STORE



Client: ASICS

Brand : Onitsuka Tiger

Synopsis: Create Graphics for the Onitsuka portion of the new company store at corporate headquarters.



Client: ASICS

Brand: ASICS

Synopsis:

Create Graphics for the ASICS portion of the new company store at corporate headquarters.

RETAIL IN-STORE

Client: Silver Jeans Co.

Brand: Silver Jeans Co.

Synopsis: Create Price Cards, Headers, Free Standing Counter and Floor Sign Displays that live and breathe the brand



RETAIL IN-STORE

Client

Sunny Delight

Brand

Sunny Delight

Synopsis

Create grocery store display graphics for a Jason Lezak Promo - Standee, floor graphics, shelf talkers, palette cards

Dimensional
i-Cut Standee



Shelf Talker



Floor Graphic



Pallet Card

RETAIL IN-STORE



Client

Tilly's

Brand

EZEKIEL

Synopsis

Rack header display concepts



RETAIL POP DISPLAYS

Kawasaki

Client
KAWASAKI

Brand
KAWASAKI

Synopsis
Accessories Display



RETAIL POP DISPLAYS



Client
KAWASAKI

Brand
KAWASAKI

Synopsis
Counter Top Displays



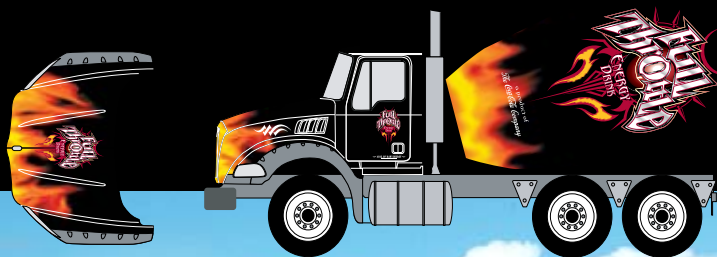
NON-TRADITIONAL 00H



Client: Coca Cola

Brand: Full Throttle Energy Drink

Synopsis: Enlisted to create the artistic theme for the launch one of the top selling energy drinks to date. Coca Cola's "Full throttle" campaign, a national 64 market tour, targeted blue collar America.



NON-TRADITIONAL OOH



Client: HBO - Boone Oakley

Brand: Six Feet Under

Season 3 on DVD

Synopsis: Enlisted as the execution agency to aid Boone Oakley and HBO's concept of turning tour busses into giant hearse to advertise the release of Six Feet Under Season 3 on DVD

