

JUSTIN GARCIA

SENIOR GRAPHIC DESIGNER | PRINT • DIGITAL • BRAND • PRODUCTION

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PROFESSIONAL SUMMARY

Versatile Senior Graphic Designer with 12+ years of experience creating high-quality visual communications across print, digital, presentation, web, and environmental platforms. Extensive experience translating brand standards and project requirements into polished, production-ready creative, including publications, marketing collateral, presentations, event graphics, digital assets, websites, and large-format materials. Highly proficient in Adobe Creative Suite with a strong background in typography, layout, image editing, print production, and brand consistency. Known for attention to detail, efficient project execution, and effective collaboration with cross-functional teams, stakeholders, vendors, and production partners.

EXPERIENCE

Senior Graphic Designer | California School Employees Association *Oct 2021 – Present*

- Design and produce a wide range of print and digital communications, including magazines, newsletters, brochures, postcards, flyers, event programs, presentations, signage, environmental graphics, promotional materials, and digital assets.
- Led the visual rebrand of a 287,000-member statewide organization, developing a refreshed identity system and applying it across web, print, digital communications, campaigns, and organizational materials.
- Develop production-ready artwork for projects ranging from small-format collateral to large-scale event signage, maintaining accuracy across PMS/CMYK color, typography, imagery, bleeds, and final output specifications.
- Lead creative direction and design for a bi-monthly digital magazine, developing engaging layouts and visual assets while maintaining established brand standards.
- Create polished PowerPoint presentations and presentation systems for executive communications, trainings, conferences, and large member-facing events.
- Design and coordinate environmental graphics and branded installations across ten organizational buildings.
- Manage graphics for large-scale live events and conferences, collaborating closely with production teams to deliver accurate assets across multiple display formats and ensure proper visual execution.
- Collaborate with internal stakeholders, designers, vendors, print production teams, and outside partners to move projects from initial concept through final production.
- Manage multiple simultaneous design projects and deadlines while maintaining strong attention to detail, brand consistency, and production quality.
- Provide creative direction, design feedback, and mentorship to a three-person design team while remaining actively involved in hands-on design and production.

Freelance Web & Graphic Designer | High Five Pizza *Freelance*

- Redesigned the restaurant website, refreshing the overall visual presentation and creating a more cohesive, brand-aligned digital experience.
- Managed the design work supporting the website redesign, translating the existing brand into updated web layouts, graphics, imagery, and other digital assets.
- Prepared and refined visual content for the site to improve consistency across the restaurant's online presence.
- Worked independently from concept through implementation, balancing visual design, usability, brand consistency, and day-to-day business needs.

Multimedia / Design Specialist | California School Employees Association *Apr 2014 – Oct 2021*

- Designed and produced graphics for websites and social media channels, strengthening visual consistency and brand visibility.
- Created motion graphics including animated logo sequences, kinetic text, and graphic overlays to support video storytelling.
- Designed and produced print materials including posters, banners, brochures, flyers, programs, signage, promotional items, branded merchandise, business cards, newsletters, door hangers, and direct mail pieces.
- Created logos and visual assets for high-profile events and marketing campaigns.
- Developed cohesive PowerPoint templates for events, trainings, conferences, and presentations.
- Directed photo shoots and edited and color-corrected imagery for organizational campaigns.

DESIGN & TECHNICAL SKILLS

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

Design: Graphic Design, Typography, Layout, Brand Development, Digital Design, Print Design, Presentation Design, Motion Graphics, UX/UI

Production: Prepress & Print Production, PMS/CMYK Color, Large-Format Graphics, Image Editing & Color Correction, Production-Ready Artwork

Web & Additional Tools: Figma, Miro, WordPress, HTML/CSS, Excel, PowerPoint

Professional: Cross-Functional Collaboration, Project Management, Vendor Coordination, Creative Direction, Quality Control, Time Management

EDUCATION

San Jose State University, San Jose, CA | Bachelor of Science in Advertising, Concentration in Graphic Design | December 2013

Relevant Coursework: Introduction to HTML/CSS; Introduction to UI/UX Design