

JUSTIN GARCIA

Senior Design Coordinator

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Portfolio: justingarcia.designs

Experience

Senior Graphic Designer

California School Employees Association | Oct 2021 - Present

- Lead and mentor a team of three designers, managing projects from intake through final delivery while providing art direction, feedback, and professional development.
- Serve as primary brand steward, ensuring consistent visual identity and messaging across all marketing and communication materials.
- Led a full organizational rebrand for a 287,000-member organization, developing brand guidelines, visual systems, and toolkits.
- Partner cross-functionally with marketing, communications, editorial, web, and in-house print teams to plan and execute integrated campaigns across digital, social, print, email, and live event channels, ensuring cohesive and high-quality creative delivery.
- Oversee creative workflows, timelines, and resource allocation to ensure efficient project execution.
- Art direct large-scale events, conferences, and environmental branding initiatives.
- Manage vendor relationships, budgets, and production schedules for print, promotional, and branded materials.
- Identify opportunities to improve creative operations, streamline workflows, and implement more efficient processes.

Multimedia/Design Specialist

California School Employees Association | Apr 2014 - 2021

- Designed and delivered engaging graphics for websites and social media channels, enhancing user experience and boosting brand visibility.
- Created and executed a wide range of print materials—including posters, banners, brochures, flyers, programs, signage, promotional items, branded merchandise, business cards, newsletters, door hangers, and direct mail pieces—for events, conferences, and marketing campaigns.
- Crafted motion graphics—including animated logo sequences, kinetic text, and graphic overlays—that enhanced video storytelling and elevated brand engagement.
- Created logos and visual assets for high-profile events and marketing campaigns, strengthening brand identity and visual professionalism across diverse audiences.
- Led and directed photo shoots for organizational campaigns, overseeing all aspects from concept to execution.

Education

San Jose State University

B.S. in Advertising & Academic Focus in Graphic Design | Aug 2012 - Dec 2013

Programs

- Photoshop
- Illustrator
- InDesign
- After Effects
- HTML/CSS
- Figma
- Miro
- WordPress
- Excel
- PowerPoint
- Zendesk

Skills

- Leadership
- Project management
- Brand development
- Web front-end design
- Campaign creation
- Time management
- Collaboration
- Animation
- Print production
- Presentation development
- Vendor relations
- Typography and layout design

References

Frank Polito

Past Director of Communications for CSEA

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