

# David Garcia

## Senior Graphic Designer

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Senior Graphic Designer with expertise in leading end-to-end creative for integrated marketing campaigns across print and digital platforms. Proven ability to translate strategic objectives into compelling visual solutions, manage high-volume project pipelines, and maintain brand consistency across all touch-points. Experienced in art direction, print production, and cross-functional collaboration within fast-paced, deadline-driven environments.

### SKILLS & EXPERTISE

- Art Direction & Concept Development
- Integrated Campaign Design
- Brand Identity Systems
- Social Media & Digital Content Design
- Print Production & Prepress
- Typography, Layout & Information Hierarchy
- Packaging & Marketing Collateral Design
- Adobe Creative Suite, Photoshop, Illustrator, Indesign, Firefly
- Jira Project Management
- Visual Problem-Solving
- Stakeholder Communication
- High-Volume Workflow Execution

### WORK EXPERIENCE

**ECRI, Emergency Care Research International** | Plymouth Meeting, PA

**June/2023 – April/2026**

#### Senior Graphic Designer

Senior creative for integrated marketing initiatives and high-visibility projects, including four consecutive years of art direction for ISMP's national Cheers Awards. From environmental event graphics to campaign collateral and digital content, I've managed online / offline digital and print projects end-to-end—owning everything from concept development through final production.

- Led Art Direction and execution for ISMP's annual Cheers Awards over four consecutive years, producing a comprehensive suite of print and digital assets including signage, programs, and promotional materials.
- Conceptualized and produced marketing collateral brochures, white-papers, and case studies, owning projects end-to-end from initial concept through final delivery.
- Developed on-brand social media creative for LinkedIn and other platforms, ensuring ECRI brand consistency across all digital touch-points.
- Managed and delivered a high volume of concurrent digital and print design projects, consistently meeting deadlines and stakeholder expectations across cross-functional teams.
- Directed all production for offset and digital printing, applying advanced expertise in Pantone Matching System (PMS), CMYK processes, color correction, trapping, and overprint.

**ECHELON FITNESS MULTIMEDIA LLC** | Lake Mary, FL

**December/2020 – April/2023**

#### Senior Graphic Designer

Strategically conceptualized and Art Directed all print and digital graphic marketing collateral for the company's diverse International Division. Established a robust digital and web presence in the UK, Mexico and UAE Markets, and sourced third party vendors for the production of packaging, collateral and trade show materials.

- Art Directed and introduced new digital and print collateral material along with other brand assets. Designed and incorporated compelling elements that attracted new customers/accounts.
- Conceptualized and Art Directed International photoshoots for digital and print collateral assets.
- Boosted on-line and social media presence by 25%. Designed and Art Directing compiling and engaging social media and digital assets.

**MICRO JIG** | Orlando, FL

**June/2018 – March/2020**

**Art Director**

Led the strategic development and execution of integrated retail and marketing collateral across a diverse product portfolio, aligning creative direction with business objectives and market positioning. Execrated brand presence across print and digital channels while managing vendor partnerships and production processes.

- Spearheaded the evolution of creative direction across product packaging, print, digital, and trade show assets for both B2C and B2B audiences, contributing to increased market visibility and new business opportunities.
- Drove a **24% increase in Amazon sales** by developing high-performing product creatives and A+ content, strengthening brand positioning and platform partnership.
- Cultivated and managed vendor relationships, negotiating production efficiencies that reduced retail packaging costs by **30%+** without compromising quality.

**VISTA COLOR** | Miami, FL

**December/2017 – June/2018**

**Senior Graphic Designer**

Co-led the development and execution of packaging design initiatives for a diverse portfolio of house accounts across multiple industries, translating client objectives into commercially effective and visually compelling solutions.

- Partnered cross-functionally with clients to define requirements, identify creative opportunities, and deliver high-impact packaging and campaign assets on accelerated timelines.
- Conceptualized and executed innovative design solutions that aligned with brand strategy, enhanced shelf presence, and supported broader marketing initiatives.
- Delivered award-winning packaging and structural design concepts, leveraging creative innovation to drive audience engagement and brand differentiation.

**ORIGINAL IMPRESSIONS** | Miami, FL

**May/2005 – December/2017**

**Senior Graphic Designer**

Directed the development of branded visual assets for new and existing accounts, guiding end-to-end creative execution across digital, print, and large-format initiatives while ensuring alignment with client objectives and brand standards.

- Managed key house accounts, building strong client relationships through consistent communication, strategic alignment, and trusted partnerships.
- Recognized for high performance and promoted into the creative team, earning leadership confidence through consistent delivery of high-quality results.
- Thrived in fast-paced, deadline-driven environments, adapting to evolving client needs while elevating overall creative quality and output.
- Led creative execution for high-profile brands, including Burger King, leveraging trend-driven insights and large-format opportunities to enhance campaign visibility.

• **GRAVITY CHECK MARKETING GROUP** | Art Director - Principal | Miami, FL

**October/2003 – MAY/2005**

• **TOUCAN INDUSTRIES** | Graphic Designer | Pompano Beach, FL

**January/2002 – October/2003**

• **THE ALISON GROUP** | Graphic Designer | North Miami Beach, FL

**July/2001 – January/2002**

## EDUCATION

**Bachelor of Fine Art (BFA)**, Graphic Design, **FLORIDA INTERNATIONAL UNIVERSITY, FIU** | Miami, FL

**Associate of Arts (AA)**, Graphic Design, **MIAMI DADE COLLEGE, MDCC** | Miami, FL

## HONORS & AWARDS

**Awarded for Art Direction (Direct - Single)**, **Graphic Design USA Magazine**