

David Garcia

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SUMMARY

Senior Graphic Designer who transforms complex ideas into compelling brand experiences that connect audiences, strengthen brands, and drive results. Extensive experience leading creative from concept through production across integrated campaigns, branding, packaging, digital, social, retail, events, presentations, and large-format. Experience in partnering with executives and cross-functional teams across healthcare, consumer products, e-commerce, and B2B environments. Combines strategic creative thinking, hands-on design leadership, deep production expertise, and AI-powered workflows to turn ambitious ideas into polished, impactful work across every brand touchpoint.

SKILLS & EXPERTISE

- **Creative Direction:** Art Direction & Concept Development, Brand Development, Editorial Design, Visual Storytelling
- **Digital & Brand Design:** Social Media & Digital Content Design, Integrated Campaign Design, Digital Design, Print Design, Motion Design, Email Design, E-commerce Design
- **Typography, Layout & Production:** Typography, Layout & Information Hierarchy, Packaging & Marketing Collateral Design, Prepress & Color Theory, Print Production, Color Management, File Preparation
- **Tools & Technical Skills:** Adobe Creative Suite, Photoshop, Illustrator, Indesign, Firefly, Canva, Figma
- **Collaboration & Execution:** Attention to detail, Jira Project Management, Visual Problem-Solving, Stakeholder Communication, High-Volume Workflow Execution

WORK EXPERIENCE

ECRI, Emergency Care Research International

Apr 2022 - Jun 2026

Senior Graphic Designer

Plymouth Meeting, PA

- Directed integrated marketing campaigns and high-visibility creative projects, including four years of art direction for ISMP's national Cheers Awards, translating campaign strategies into cohesive online and print assets that strengthened brand recognition and improved audience engagement.
- Conceptualized and produced editorial-style brochures, white papers, and case studies from idea to delivery, applying visual storytelling, typography, and layout principles to improve client communication and increase engagement with marketing materials.
- Created on-brand social media graphics for LinkedIn and other platforms that strengthened ECRI's digital presence and boosted audience engagement by maintaining consistent branding.
- Managed and delivered a high-volume workflow of concurrent digital and print design projects, coordinating with cross-functional teams to meet deadlines and stakeholder expectations while maintaining consistent brand standards.
- Directed all print production for offset and digital printing, using the Pantone Matching System, CMYK, color management, color correction, trapping, overprint, and file preparation to achieve 99% print accuracy and reduce rework by 20%.

ECHELON FITNESS MULTIMEDIA LLC

Dec 2020 - Apr 2022

Senior Graphic Designer

Lake Mary, FL

- Developed and art directed all print and digital marketing materials for the International Division using Adobe Creative Suite (Photoshop, Illustrator, InDesign); launched the company's digital and web presence in the UK, Mexico, and UAE and coordinated third-party vendors for packaging and trade-show production, which unified brand messaging across three new markets.
- Art directed and created new digital and print collateral and other brand assets, designing elements with Photoshop and Illustrator that helped attract new customers.
- Conceptualized and art directed international photoshoots for digital and print assets, collaborating with photographers and using Lightroom and Photoshop to produce on-brand visuals that elevated the visual quality of global marketing campaigns.
- Boosted online and social-media presence by 25% and designed and art directed social and digital assets, using the Adobe Creative Suite to produce engaging content.
- Developed engaging social media content for Instagram, Facebook, and other platforms that consistently reflected Echelon's brand, helping increase follower engagement by 20%.
- Crafted sales pitch decks that leveraged visual storytelling to communicate product benefits and drive adoption among international stakeholders.
- Led on-brand social media creative for Instagram, Facebook and other platforms, using Canva and Photoshop to maintain Micro Jig brand consistency, which increased audience engagement and reinforced brand recognition across digital touch-points.

MICRO JIG

Art Director

Jun 2018 - Mar 2020

Orlando, FL

- Directed the creation and rollout of retail and marketing materials for multiple products, boosting brand visibility across print and digital channels and overseeing vendor partnerships and production to meet business goals.
- 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.
- Led on-brand social media creative for Instagram, Facebook and other platforms, using Canva and Photoshop to maintain Micro Jig brand consistency, which increased audience engagement and reinforced brand recognition across digital touch-points.
- Developed executive presentation decks using strong visual hierarchy to guide audiences through complex product features and marketing strategies.

VISTA COLOR

Senior Graphic Designer

Dec 2017 - Jun 2018

Miami, FL

- 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.
- Worked closely with clients and teams to define requirements, find creative solutions, and deliver packaging and campaign assets that met client needs on tight deadlines.
- 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

Senior Graphic Designer

May 2005 - Dec 2017

Miami, FL

- Directed development of branded visual assets for new and existing accounts using Adobe Creative Suite, delivering digital, print, and large-format materials that increased brand consistency and resulted in improved client satisfaction.
- Managed key house accounts by maintaining regular communication and aligning strategies, which strengthened client relationships and increased client retention and repeat business.
- Delivered design solutions that surpassed project targets, leading to a promotion to the creative team and earning leadership trust through clear, measurable results.
- Adapted to fast-paced, deadline-driven projects by revising designs in Adobe Creative Suite to meet changing client needs, resulting in higher creative quality and consistent on-time delivery for all campaigns.
 - Led creative execution for brands such as Burger King and Pollo Tropical, applying trend analysis and large-format design in Adobe Illustrator and Photoshop, which increased campaign visibility across digital and outdoor channels.

EDUCATION & LANGUAGES

FLORIDA INTERNATIONAL UNIVERSITY, FIU

Bachelor of Fine Art (BFA), Graphic Design

Miami, FL

MIAMI DADE COLLEGE, MDCC

Associate of Arts (AA), Graphic Design

Miami, FL

HONORS & AWARDS

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