Andres Garcia

Graphic Designer

Contact:

Andres Garcia
Phone: 813-810-2792
Email: andres.graphics1@gmail.com
Web: andresgraphics1.wixsite.com/graphics

AG ANDRES GARCIA

Education:

Bachelor of Fine Arts in Graphic Design — 06/2011 to 06/2015
Sanford-Brown College Online

Summary:

I am bilingual, I speak fluent Spanish and English. I worked in the grocery store business for 7 years. I have ample experience in customer service. I am currently working as a Graphic Designer for a marketing agency called Brand Story Experts and I have been with them for the last four years. I use Adobe illustrator, Photoshop and Indesign on a daily basis as well as a little bit of After Effects and Premier Rush. I am in charge of designing all the marketing material for all of their 20+ clients. I design all their billboards, post cards, print publications, eBlasts, social media ads, digital ads, signage, and much more. Before working for Brand Story Experts, i signed an 8 month contract with Bealls inc. Corporate to be their graphic designer, and I was responsible for the design of all their marketing material such as digital banners, social media ads, wire frames, eBlasts, print publications, and store signage.

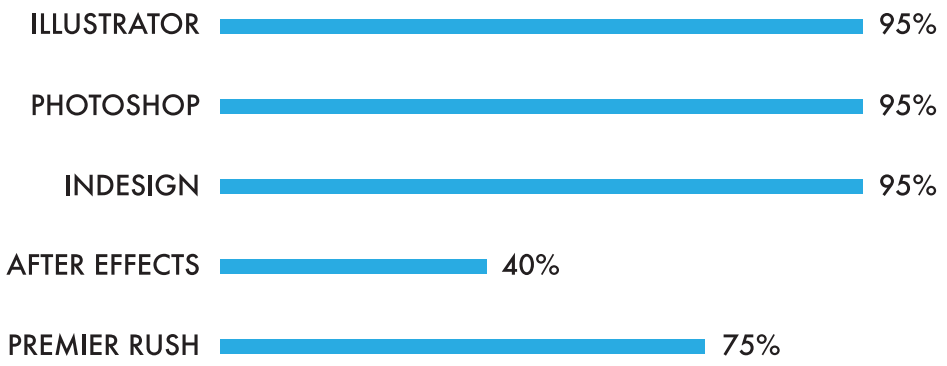
On my earlier years as a designer, I did a lot of typesetting, as well as setting up templates for files to be printed on different types of printers such a laser printers, vinyl printers, and digital printers. I also did a lot of photography and photo editing of finished products for web and catalog purposes.

Design Skills:

GRAPHIC DESIGN
- Marketing
- Branding & Identity
- Layout
- Typography
- Package Design
- Illustration

Technical Skills:

- Adobe Creative Cloud
InDesign, Illustrator, Photoshop, After Effects, Premier Rush
- Microsoft Office Suite
Word, PowerPoint, Excel, Outlook



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Professional Experience:

Graphic Designer — 1/2014 to 6/2017
Markmaster Inc. — Tampa, FL

Markmaster is one of the nation's few full service signage companies that offers comprehensive digital and directional planning solutions for large corporations such as Universal Studios, Disney, University of South Florida, Bank of America, and others.

Responsibilities:
Design custom work for clients such as Bank of America, Harris Teeter, Arby's, Century Bank, USF, Disney, Universal Studios and many more. I design name badges, billboards, table throws, posters, and awards. My responsibilities were to design templates, problem solving, read orders and design work as requested by customers.

- Design and create custom office signs
- Design and create custom name badges
- Design and create custom banners, billboards and yard signs
- Design and create custom awards
- Design templates
- Solve problems when needed
- Read and scan orders

Graphic Designer — 6/2017 to 12/2017
Florida Graphic Services — Clearwater, FL

Florida Graphic Services is a wholesale large format printing company.
Their services include, but are not limited to, graphic design, color correction, prepress, digital print production, finishing, kit-packing, fulfillment and shipping.
A few of the many corporations we did work for Busch Gardens, Legoland and the Clearwater Florida Aquarium.

Responsibilities:
Design custom work and print ready templates for clients such as Busch Gardens, Legoland, Clearwater Florida Aquarium, Universal Studios and many more.
I designed billboards, posters, back lit & dimensional signs, wall & vehicles graphics, and canvases. My responsibilities were to set up templates, design art as requested, problem solving, design company's catalogs, and take and edit photos of all finished products for website and catalog purposes.

- Design and create custom banners, billboards, toaster covers, wall graphics, canvases, posters, car wraps, back lit signs and dimensional signs
- Photography of all the finished products and edit the images for catalog and website purposes
- Design templates & catalogs
- Solve problems when needed
- Interact with customers when necessary for a better understanding of what they are looking for

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Graphic Designer
Bealls Inc.

04/2018 to 11/2018
Bradenton, FL

Bealls Inc. is a United States retail corporation of 500 stores founded in 1915 in Bradenton, Florida. Bealls consists of five chains, Bealls Department Stores, Bealls Outlet Stores, Burkes Outlet Stores, Home Centric Stores and Bunulu. Bealls Inc. serves as the parent corporation.

Responsibilities:
Responsible for the design & aesthetics of the burkesoutlet and beallsoutlet properties including; HP, web banners, Apps, social media, digital ads, affiliates and wire frames.

- Ensure brand consistency across digital platforms, following brand guidelines and seasonal font and color direction for every project
- Demonstrate ownership on all assigned projects and follow through on all phases of production to execution
- Participate in the creation of fresh new marketing ideas for the business.
- Work within a fast-paced environment with quick turnarounds.
- Organize and maintain design assets/collateral
- Preparing layouts and mock-ups for visual presentations
- Ensuring all designs are brand appropriate and are up to par with industry standards within the competitive market
- Work collaboratively with the marketing team members and other key stakeholders to ensure that all design solutions meet deadlines, objectives, and budget parameters.

Graphic Designer
Brand Story Experts

11/2018 to Present
Bradenton, FL

Brand Story Experts is a team of innovators who passionately merge marketing and culture development to bring out the best in organizations. Their expertise are home service companies, such as very well known local companies like Cool Today and Red Cap, however they also have big clients in completely different markets such as the Bradenton Marauders and the Pittsburgh Pirates as well as Halo Water Systems and more. Their signature process uncovers the core components of the brand and clearly defines the story in a way that establishes consistency, builds confidence, and sparks contribution – inside and outside the organization.

Responsibilities:
Responsible for designing all of the marketing material for all of their 20+ clients. I design all their billboards, post cards, print publications, eBlasts, social media ads, digital ads, signage, help with brand assessments, re-branding, logo designs, and much more. I work in a very fast-paced environment, making sure i meet all of their client's needs, goals, and deadlines while also assuring to always provide the best quality of work and always trying to elevate their brand.

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- Design and create custom marketing materials for their clients, based on many different campaigns they roll out throughout the year
- Work and collaborate as a team with all of the departments throughout the company to ensure we are always providing our best work possible
- Make sure to follow brand guidelines to keep consistency on every project
- Design mock-ups to present projects to their clients during weekly and monthly meetings
- Participate in the creation of fresh new marketing ideas for the business.
- Demonstrate ownership on all assigned projects and follow through on all phases of production to execution

Work Experience:

Deli Clerk — 5/2009 to 1/2014
Publix Supermarkets — Tampa, FL

- Provided exceptional customer service
- Cooked, prepped, packaged foods
- Cleaned work areas

markmaster
incorporated
11111 N. 46th Street • Tampa, FL 33617

June 16, 2017

To whom it may concern,

Please let this letter serve as a recommendation for Andres Garcia as an excellent Graphic Designer. He stared to work for me in his final year of graphics school February 2014 till June 15, 2017 when his position was eliminated with our company.

Andres is very professional and requests as many details as possible in order to deliver the right product. He is a brilliant graphic designer and his creativity goes well beyond any bounds I have ever seen.

Andres creativity and desire to meet customer expectations make him the ideal graphic designer for your organization. I would be more than happy to provide more details if you need them. Please feel free to call me at 813-899-6920 or email me at ssimms@markmasterinc.com.

Sincerely Yours,

Stephen Simms

Stephen Simms
Pre-Production Executive

FGS Florida Graphic Services

To Whom it May Concern,

Please let this letter serve as a recommendation for Andres Garcia as an excellent Graphic Designer.

Andres worked with us at Florida Graphic Services as a full time employee. He is very personable, courteous, professional and gets along with everyone.

He is knowledgeable in Photoshop and Illustrator and has shown initiative in learning new skills.

His creativity and desire to meet customer expectations make him the ideal graphic designer for your organization.

Sincerely,

Delisa Kirchmann
Prepress Manager
Florida Graphic Services

bealls OUTLET™

Oct. 10, 2018

To whom it may concern:

I am pleased to offer a letter of recommendation for Andres Garcia. Andres worked for me as a contract graphic designer for the past 8mo. During this time, I couldn't have asked for a better person on my team.

He is prompt, efficient and always produced dynamic, clean layouts—often under demanding circumstances. Andres has a natural eye for color, layout and typography.

Andres took direction well and executed the work in a timely manner. He often offered good, sound artistic advice and suggestions. Most importantly for me, after long days involving multiple changes in text, layouts, stories and artwork, He remained poised and professional, and never buckled under pressure.

If the budget allowed, I would have definitely offered him a permanent position on my team.

Sincerely,

Diana Turner
Sr. Designer/Brand Manager
Bealls Outlet/Bealls, Inc.
dturner@beallsinc.com