

CARLOS BARRERA

GRAPHIC DESIGN / ART DIRECTION

Contact

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943 E 3rd Ave.

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Portfolio:

www.barrera-design.com

Education

Certification

Google AI Essentials

Introduction to AI

Maximizing Productivity
with AI tools.

Certification

Adobe Dreamweaver

Palomar College

San Marcos, CA.

Bachelor of Arts

The Advertising Arts College
(now The Art Institutes)

San Diego, CA

Professional Summary

I'm a seasoned Senior Designer / Art Director with over a decade of experience working with brand identity across apparel, packaging, and digital channels.

I've managed creative campaigns that fueled sales growth and expanded brand exposure.

I'm skilled in concept-to-production work flows, freelance artist and over seas vendor collaborations, print production and multi-platform design.

Key Skills

Design & Art Direction: Apparel graphics, packaging, typography, illustration.

Print & Production: Screen printing, embroidery, sublimation, DTF/DTG, signage.

Digital Tools: Adobe CC, Procreate, Fresco, Shopify, Square.

Innovation: Generative AI applications.

Organization & Leadership: Workflow optimization, asset management, quality control

Professional Experience

Art Director / Senior Designer

Crazy Industries - San Diego, CA.

- Responsible for managing all creative operations within the graphic design department.
- Continuously developing engaging graphics and original illustrations that elevate the Crazy Industries in-house apparel collections, generating consistent sales growth and brand recognition.
- Consistently developing visuals for apparel, web, trade shows and print media that enhances the Crazy Industries overall brand presence.
- Effective at collaborating with overseas manufacturing vendors to produce custom goods and achieving accurate results.

Packaging and Graphic Designer

Seven20 / Underground Toys - San Diego, CA.

- Consistently crafted packaging templates and physical packaging mock-ups that adhered to strict, licensed brand standards, elevating product presentation.
- Ensured flawless text and image accuracy on product packaging, maintaining licensed brand integrity.
- Developed original product designs by reimagining and adapting licensor-provided art work (Harry Potter, Doctor Who, Marvel, Star Wars) into fresh, market-ready concepts.
- Participated in creating original artwork and packaging for the company's in-house product line, developing cohesive visual identities with my co-workers that supported brand growth.

Senior Graphic Designer

7.62 Design Inc. - San Diego, CA

- Designed a new T-shirt line from scratch, that propelled a small, two person startup into a nationally recognized military apparel brand expanding our team from 2 to 8 employees.
- Directed creative operations and executed website, vehicle, trade show, and marketing materials.
- Collaborated with and directed freelance artists to produce high-quality designs aligned with our creative vision and company brand standards.
- Implemented a streamlined digital asset management system, improving organization and enabling quick retrieval and reuse of artwork across projects.

References

Available upon request.