



Oscar Garcia

Digital & Print Designer, Art Director

Keep learning, stay curious, be humble, don't stop hustling, all while remembering to laugh.
-xos.

Address

327 Golf Course Drive
Raleigh, NC
27610

Contact

oscar.lee.garcia@gmail.com
919.288.5237
www.xoscargarcia.com

Languages

English
Fluent

Spanish
Fluent

Education

Introduction to CSS3 and XHTML5

Wake Technical Community College, Raleigh, MI
April 2018 to May 2018

Bachelor of Fine Arts in Graphic Design

School of Art, Western Michigan University, Kalamazoo, MI
2003-2007

Study Abroad—Art in Java

Yogyakarta, Java, Indonesia
Summer 2006

A one month intensive course in art history and traditional media.

Professional Skills

Technical

Adobe Illustrator,	●●●●●●●●●●●●●●●●
InDesign,	●●●●●●●●●●●●●●●●
Photoshop	●●●●●●●●●●●●●●●●
Dreamweaver	●●●●●●●●●●●●●●○
HTML5 & CSS3	●●●●●●●●●●●●○○○
Sketch	●●●●●●●●●●●○○○○○
QuarkXPress,	●●●●●●●●●●●○○○○○
Microsoft Office,	●●●●●●●●●●●●●●○
Mac OS,	●●●●●●●●●●●●●●●
Windows Platform	●●●●●●●●●●●○○○○○

General

Customer Service, Creative Direction, Communication, Can do attitude, Problem Solving, Organization

Fine Arts

3-D Prototyping, Illustration, Photography, Silk-screening, Painting

Work Experience

Freelance • Raleigh

Digital & Print Designer, Art Director

March 2009 to Present

Conceptualized, designed, produced branding/identity collateral, direct mail packages, brochures, print advertisements, calendars, menus, signage and websites. Provide photographic services as needed, image restoration and retouching. Collaborated with writers, printers, designers and production managers during all phases of project span. Consulted with stake holders on cost-effective options for design and printing. Managed print bidding and production, billing purchasing and project scheduling.

Clients include:

- CoolChief Inc. – Brochures
- Overton Paterson Group – Branding & Identity, Website
- Heroic Effort Crafts – Branding & Identity, Identity Collateral, Print Advertisements
- High Line Planning – Identity Collateral, Print Advertisements, Calendars
- Supermercado Estrella – Logo Design, Branding & Identity, Menu, Website, Calendars
- Project TENDR – Logo Design
- Tympanic Media – Logo Design
- Crossfit Bullpen – Logo Design, Branding & Identity, Apparel Design, Signage
- AKIRACHICAGO.com – Consulting, Packaging
- The New Green – Ideation, Consulting, Packaging
- Abra Adduci, The Art Institute of Chicago Web Zine – Illustration

Sokal Media Group • Raleigh

Art Director

April 2011 to June 2018

Initiated and directed in-house art department to increase overall productivity and reduce expenditures in outsourcing. Designed, prepared and managed artwork for over 70 dealerships located nationwide. Co-produced advertising and new media projects, facilitated from concept to reality with creative director. Art directed and designed advertising and new media projects for local and national clients. Other responsibilities included mentoring fellow designers, working directly with vendors and award submissions.

Previous Roles: Senior Designer, Designer

Akirachicago.com • Chicago

Web-team Customer Service/Order Fulfillment Coordinator

September 2009 to August 2010

Co-managed website customer service and order fulfillment team. Directly involved with weekly photo shoots, merchandise selection, and marketing strategies for the AKIRA website. Managed transactions and accounts, provided customer service and assistance, inventory control and logistics.

Brandimage—Desgrippes & Laga • New York

Designer

November 2008 to February 2009

Teamed with the creative director and other designers in the design and production of a bilingual (English and Arabic) annual report for a prominent development company located in Qatar, the United Development Company (UDC). I was also tasked with designing branded collateral for the UDC stock holders meeting which included, folders, notepads and pens.

The successful completion of the UDC annual report led to the opportunity to brand the United Fashion Company, a UDC company. As part of the team that helped brand UFC we produced the identity, logo mark and brand guidelines which are still in use today.

The Design Center • Kalamazoo

Design Intern

2006 to 2007

Classroom and studio environment at Western Michigan University with an emphasis on concept, exploration, and presentation of ideas; experience working with an art director and production manager.

The School of Art, Print Center • Kalamazoo

Printing Technician

Operation and maintenance of HP and Epson wide-format printers; color calibration, maintaining billing records, and assisting students with mac platform.

Please see attached letter of reference. • Thank you for consideration.

July 24, 2018

To Whom It May Concern,

It's my absolute pleasure to recommend Oscar Garcia for a position with your company.

I was Oscar's Creative Director at Sokal Media Group, and can tell you without a doubt, he most certainly made a positive impact on our Art Department. When he began working with us seven years ago, he joined a team of two designers who were used to working quietly with minimal interactions with one another. Oscar came in like a breath of fresh air. His personality is friendly and bright, he is eager to learn and asks thoughtful questions. It didn't take long before he had won over the other designers, as well as support staff and in doing so created a happier and more cohesive team.

I thoroughly enjoyed my time working with Oscar, and believe him to be a truly valuable asset to absolutely any team. He is honest, dependable, **incredibly** hard-working and eager to please. Working in Automotive Advertising can be a very high stress and intense work environment, but Oscar always remained calm and steady under pressure.

His knowledge of digital advertising and experience with HTML was a huge advantage to our entire office. He put this skillset to work in order to facilitate the launch of some of our company's first responsive email blasts.

Along with his clear talent, Oscar has been an absolute joy to work with. He is a solid team player and always manages to foster positive discussions and bring the best out of anyone around him. Did I mention his sense of humor?

Without a doubt, I can confidently recommend Oscar to join your team. As a dedicated and knowledgeable employee and an all-around wonderful person, I know that he will be a beneficial addition to your organization.

Please feel free to contact me if you would like to discuss Oscar's qualifications and experience further. I'd be more than happy to expand on my recommendation.

Best wishes,



Emily Simpson Sabol
Director of Creative Services
Sokal Media Group
919.872.9415
esabol@sokalmediagroup.com