

Oscar Garcia

Digital & Print Designer x Art Director

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

Professional Skills:

Creative & Strategic Skills

- Creative Direction
- Art Direction
- Brand Development & Identity
- Visual Storytelling
- Photo Editing and Compositing
- Vendor & Print Production Knowledge
- Campaign Concepting
- Strategic Thinking
- Creative Problem Solving
- Copywriting & Messaging Oversight
- Deadline-Driven Execution

Leadership & Management

- Team Leadership & Mentorship
- Cross-functional Collaboration
- Project Management
- Feedback & Critique Delivery
- Resourcefulness & Adaptability
- Can-do Attitude / Self-Starter
- Strong Work Ethic

Digital Marketing & eCommerce

- Email Marketing Design
- Social Media Creative Strategy
- Digital Advertising (Static & Motion Assets)
- Conversion-Driven Design (UX/UI Awareness)
- A/B Testing Visuals for Performance
- Understanding of eComm Funnels & CRO

Technical Proficiency

- Adobe Creative Suite
- HTML5 / CSS3 (Working Knowledge)
- Figma, Sketch (UI/UX Design)
- Adobe Premiere, After Effects (Limited)
- Microsoft Office
- Mac OS & Windows
- CMS familiarity (ClickUp, Monday.com, Basecamp, Listrak, Shopify, WordPress)

Fine Arts

- Photography
- Video Production
- Illustration
- 3D Prototyping
- Painting & Silk-Screening
- Traditional Drawing

Education:

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.

Work Experience:

Worldwide Golf / Global Value Commerce · Raleigh, NC

Art Director *October 2018 to Present*

As Art Director for Worldwide Golf (formerly Global Value Commerce), I lead the creative direction and execution across a portfolio of in-house golf eCommerce brands. My role blends strategic insight with hands-on design leadership to produce compelling digital, video, and print campaigns that align with brand goals and drive measurable results.

- Manage and mentor a team of three Graphic Designers, fostering a fast-paced, collaborative environment focused on creativity, accountability, and growth.
- Oversee concept-to-completion development for seasonal campaigns, product launches, email marketing, and promotional content across multiple channels.
- Lead the planning and execution of photoshoots, including art direction, image editing, and on-set video production for website and paid media.
- Collaborate cross-functionally with marketing, merchandising, and eCommerce teams to ensure brand consistency and creative alignment.
- Partner with outside vendors to develop and manage paid social media campaigns (Facebook, Instagram) and other digital marketing initiatives.
- Advocate for design-centric process improvements and champion UI/UX refinements to enhance the digital shopping experience.

Freelance · Raleigh, NC

Digital & Print Designer, Art Director *March 2009 to Present*

Provide creative direction, design, and production for branding, print, and digital experiences across a diverse client base.

- Delivered brand identities, websites, print campaigns, menus, calendars, and signage for small businesses and startups.
- Offered end-to-end services including concept development, copy collaboration, photo editing, print production, and vendor coordination.
- Consulted on cost-effective solutions and managed project timelines, budgets, and deliverables independently.

Select Clients:

CoolChief Inc. · Overton Paterson Group · Heroic Effort Crafts · High Line Planning · Supermercado Estrella · Project TENDR · Tympanic Media · CrossFit Bullpen · AKIRACHICAGO.com · The New Green · Abra Adduci (The Art Institute of Chicago)

Sokal Media Group · Raleigh, NC

Art Director *April 2011 to June 2018*

Directed a high-volume in-house creative team supporting over 70 automotive dealerships nationwide.

- Designed and executed omnichannel marketing campaigns, digital and print advertising, and dealer branding initiatives.
- Established internal creative processes, reducing outsourcing costs and improving speed-to-market.
- Partnered closely with creative directors and stakeholders to bring new media concepts to life.
- Mentored junior designers and worked directly with vendors on print production and award submissions.

Previous Roles: Senior Designer, Designer

AKIRA (akirachicago.com) · Chicago, IL

Web-team Coordinator, Designer, Customer Service, Photographer Assistant, Visual Merchandiser

September 2009 to August 2010

Contributed to the design, photography, and customer experience for a leading online fashion retailer.

- Coordinated weekly photo shoots and collaborated on product styling, merchandising, and email marketing.
- Managed order fulfillment, inventory logistics, and customer service communications for eCommerce operations.

Brandimage—Desgrippes & Laga · New York, NY

Designer *November 2008 to February 2009*

Collaborated on the bilingual (English/Arabic) annual report and shareholder collateral for United Development Company (Qatar).

- Designed brand identity, logo, and visual system for United Fashion Company, a UDC subsidiary—still in use today.
- Supported creative direction and production for high-stakes, international branding projects.

Thank you for consideration.

