

Armando Garcia

COMMUNICATION DESIGNER

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EDUCATION

Texas State University—San Marcos, Texas

- BFA in Communication Design, May 2014, and BFA in Studio Art, May 2007
- Software: Adobe CS (Illustrator, InDesign, Photoshop), Anime Studio Pro, Apple, Microsoft

SKILLS

BRANDING

Art Direction, Identity Systems,
Logos, Marketing, Packaging,
Typography, Writing

PRINT & DIGITAL

Advertisement (National and
Local), Editorial, Email, Forms,
Infographics, Web Banners

INTERACTIVE

CSS, CSS3 Animations,
Frameworks, HTML,
Responsive Web Design

DESIGN EXPERIENCE

Proof Advertising—Austin, Texas

4/2016–3/2017

Production Artist/Designer

- Worked with Interactive Director to update Flash animations with CSS3 animations for web
- Produced print and digital ads for clients like Subway, Mouser, On the Border and Sabre
- Managed production of advertisements with the Director of Studio, Print and Project Managers
- Teamed up with Art Directors, Copy Writers and Account Coordinators to develop ads that are consistent with clients' brand identities through brainstorming, follow-up and review sessions

Wyatt Brand—Austin, Texas

8/2014–12/2015

Junior Designer

- Responsible for design and production of digital, print and web collateral to meet client needs
- Collaborated with the creative director, design team and manager to define client expectations and develop brand identity pieces by actively contributing in team meetings and in the studio
- Designed mood boards and presentation deliverables by following Wyatt Brand's and clients' brand standards to guide the client in the development of solutions

Snapshot Magazine—Austin, Texas

11/2013–12/2015

Director & Editor

- Collected content, interviews and images and edited photography to develop two print issues
- Art directed layout design and co-directed photography of local artists, their studios or work
- Developed the brand with marketing, promotions, social media, website design and writing

The Zebra—Austin, Texas

9/2014–10/2014

Design Intern & Contributor for Quoted.TheZebra.com

- Translated brand standards to produce digital images like infographics in support of content
- Followed editorial director's lead in structuring writing that personifies the voice of The Zebra
- Utilized research, social media, and SEO tactics to build a larger audience for the blog and brand