

GILBERT GARCIA

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gilbert-garcia.com

WORK EXPERIENCE

David's Bridal

Design Director (11/14–07/20)

- established and maintained company brand standards
 - management of the in-house creative team
 - photoshoot concept and direction
 - creative trend forecasting and planning
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Bobbi Brown Cosmetics

Creative Consultant (10/19–02/20)

- New York fashion week 2020 identity system
- video concept and storyboarding

La Mer

Creative Consultant (07/16–12/16)

- campaign graphic language and systems
- product display composition and renderings

Select World

Art Director (03/14–11/14)

- Wella U.S. brand Art Director
- new business proposals and creative development

Koning Eizenberg Architecture

Senior Graphic Designer (03/13–03/14)

- book, proposal, and presentation design
- maintained website day to day operations

Commonwealth Projects

Graphic Designer (09/12–03/13)

- 3-D exhibition renderings
- book and printed matter design

Los Angeles County Museum of Art

Graphic Designer (07/10–08/12)

- created the graphic language for permanent collections
- designed print material for donor events and LACMA kids

OTIS College of Art and Design

Advertising Instructor (09/10–05/12)

- co-created advertising Design Bootcamp course
- developed student team-building projects

Century Academy for Excellence

Graphic Design Instructor Grade 7/8 (09/07–06/08)

- instructed students on fundamentals and best practices
- developed after school student yearbook club

Olivia Care

Art Director (06/05–07/10)

- established brand visual language and grid systems
- product development and sourcing

EDUCATION

Otis College of Art and Design

Los Angeles, California

Master of Fine Arts in Graphic Design,
emphasis in Social Responsibility
Graduated with honors

Otis College of Art and Design

Los Angeles, California

Bachelor of Fine Arts in Communication Arts,
emphasis in Graphic Design
Graduated with honors

The Fashion Institute of Design & Merchandising

Los Angeles, California

Associate in Arts,
emphasis in Graphic Design

SPECIAL ACHIEVEMENTS

Yasmin Khan

Mentorship (01/12–06/12)

Los Angeles, California

COMA

Mentorship (01/11–06/11)

Amsterdam, Holland

U.S. Army (09/99–02/07)

Honorably Discharged

Service time 8 years

PROFICIENT IN

Adobe CC
Microsoft Office
iWorks
Font Lab
Sketch

Screen Printing
Risograph Printing
Letterpress
Block Printing

FREELANCE CLIENTS

Aveda // Bobbi Brown Cosmetics // J. Crew // La Mer //
Lorac Cosmetics // Matix Clothing // Forward Industries //
Community Works // OTIS College of Art and Design //
Inglewood Unified School District // Casamigos Tequila //
Occidental College // The Boeing Company