Efrain Garcia

GRAPHIC DESIGN SPECIALIST

Monument, Colorado

Offering ad agency and in-house environment experience, a background in visual communication with specialty in print design, web graphics, illustration and production. Ability to thoroughly research, analyze situations, propose creative solutions, develop good rapport, and bring projects to completion under deadlines.

Experience

Senior Graphic Designer

World Challenge

Colorado Springs, CO
Jun 2023 - Present

Design and develop promotional materials: annual reports, manuals, monthly newsletter, book covers, publications, display banners, logos, charts, website templates and web graphics. Manage all brand materials and mentor a small team of designers.

Senior Bilingual Graphic Designer

Billy Graham Evangelistic Association

Charlotte, NC
Jan 2022 - Mar 2023

Design of all print and web promotional materials. Implemented brand strategy and managed each project from concept to final production including press check and quality-control on all print collateral.

Art Director (Freelance/Contract)

The Navigators

Colorado Springs, CO
Jun 2020 - Mar 2021

Design of marketing collateral; annual reports, corporate brochures, corporate identity and web material. Oversee color proofs for press approval.

Graphic Designer III

Los Alamos National Laboratory

Los Alamos, NM
Dec 2018 - Jan 2020

As part of the Communication Arts & Services department I helped design and project manage print materials for the Department of Defense, Department of Energy and Los Alamos Neutron Science Center. I worked closely with internal and external print vendors to produce quality controlled materials including multiple page brochures, large promotional displays, posters and signage. (Note: Position required level Q security clearance).

Senior Graphic Designer

Dr. James Dobson's Family Talk

Colorado Springs, CO
Jun 2015 - Oct 2018

Design digital art for company web site including promotional print materials. Work with digital department to develop, implement brand strategy and manage each project from concept to final design.

Art Director

The Broadmoor Hotel

Colorado Springs, CO
Jan 2015 - Apr 2015

Design/Art Direction on all print collateral and promotional materials. Worked closely with department clients to develop, implement brand strategy and managed each project from concept to final production including press check and quality-control on all print collateral.

Graphic Designer (Freelance/Contract)

Do More Good Advertising

Colorado Springs, CO
Aug 2014 - Oct 2014

Design of marketing collateral; brochures, corporate identity, newsletters, packaging and web material.

Senior Graphic Designer

CSK Marketing & Advertising

Colorado Springs, CO
Oct 2009 - Apr 2012

Lead designer for major campaign projects. Presented creative to clients to achieve strategically targeted communications. Designed and developed special event marketing material (print and web), designed brand kits for both national and international organizations. Mentored a team of designers and production artists. Managed and directed photography sessions for special projects.

Art Director

Focus on the Family

Colorado Springs, CO
Apr 2003 - Oct 2009

Design/Art Direction on all collateral, promotional materials and packaging. Worked closely with clients, marketing and creative teams to develop and implement brand strategy and managed each project from concept to final production including press check and quality-control on all print collateral. Managed and mentored junior team members. Lead photographer and illustrator for special corporate projects.

Senior Graphic Designer

Cukjati Design & Advertising

Colorado Springs, CO
Apr 2001 - Dec 2002

Conceived and designed all CD packaging, collateral materials, advertising and merchandising products. Managed a team of designers in the U.S. and Internationally. Organized and directed photographers, and print vendors. Press check and quality-control on all print material. Lead photographer for special national and international live concert events.

Art Director

CanZion Producciones

Houston, TX
Jan 1996 - Feb 2001

Conceived and designed all CD packaging, collateral materials, advertising and merchandising products. Managed a team of designers in the U.S. and Internationally. Organized and directed photographers, and print vendors. Press check and quality-control on all print material. Lead photographer for special national and international live concert events.

Education

Associate Degree in Visual Communication

The Art Institute of Houston

Houston, TX
May 1985 - Dec 1987

Full-time studies included: Graphic design, composition, layout, color theory, photography and illustration.
Graduated with a PGA of 3.8

Certificate

Janus Collaborative School of Art

New York, NY
May 2013 - Dec 2014

To further my education in the classical fines arts area I attended full-time studies at Janus Collaborative School of Art in NYC. Studies included: Live drawing, painting and sculpture.

Achievements

Awards

2001 Latin Grammy Award (24/7 Album CD Cover Design)
2004 Gold ADDY (Sanctity of Human Life Campaign)
2005 Gold ADDY (Be a Voice Campaign)
2007 Best of Print ADDY (RU-486 Brochure)
2008 Silver ADDY (Focus on the Family Marriage & Parenting Brochures)

Technical Proficiency

Software Skills

Mac & PC platforms.
Proficiency in Adobe Creative Suite (Basic knowledge of HTML, CSS) QuarkXPress, Microsoft Word, PowerPoint and Excel.

Additional Skills

Photography skills (Studio and Outdoors)
Illustration skills: Drawing, Painting and Sculpture
Bilingual: Fluent in English and Spanish

Activities

2012 Volunteer art teacher at Boys and Girls Clubs of America,
Kansas City, KS.
Percussion/drum player and cycling enthusiast.