

ADRIAN GARCIA

DESIGNER • VISIONARY

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DESIGN PROFICIENCY

Apparel Design

Product Development

Accessories Design

Layout Design

Brand Identity

Leadership

Marketing

Illustration

Photography

Color Management

TECHNICAL SKILLS

Illustrator CC

Photoshop CC

InDesign CC

After Effects CC

Lightroom CC

Word

PowerPoint

Excel

Mac OS

Windows



SCAN FOR PORTFOLIO

SUMMARY OF QUALIFICATIONS

Possessing 15 years of experience in graphic design, lifestyle based apparel design, apparel technical design, product development, and brand marketing. Adrian Garcia is a well-rounded and multi-faceted creative professional who is comfortable with balancing a consistent workload while consistently thinking outside the box to create fresh new concepts. His attention to details, excellent planning and organizational skills, strong analytical mindset, strives under pressure, and successful at independently executing various projects within confined deadlines makes him a fun person to work with. He runs around with ambiguity, and enjoys collaborations and not afraid to speak up with creative ideas within the organization/company.

WORK EXPERIENCE

HOONIGAN INDUSTRIES / Senior Graphic Designer / (2022-2023) *LAID OFF*

- Was responsible for running an outstanding team developing graphics, creating and modifying tech packs and detailed layouts for apparel, graphics, and trims within Hoonigan's men's, women's, and kids apparel and accessories division. Also, assisted on testing and deciding on fabrics, colors, patterns, textures, research, study current trends for each design/projects and review samples for fit and construction quality from development through production stages. As well as being proactively coordinating, collaborating, and following up on pending inquiries from other departments such as: design, production, media, and sales teams.

CIVIL CLOTHING / Senior Graphic Designer / (2020-2022)

- Overlooked and executed the day to day efficient operation of the company's private label department for men's, women's, and kids that caters to stores such as: PacSun, Tilly's, Fashion Nova, Forever 21, Hot Topic, etc. Also, handled different licensing accounts such as: Marvel Studios, Coca-Cola Company, etc. and develop graphics, develop sublimation prints and patterns, develop technical packages, checking fit and specification for the prototype samples, formulate corrections, provide solutions as appropriate and communicate fit revisions and comments to vendors. Lastly, led and overlooked 3+ designers to help the private label department produce 20 million dollars in revenue for the calendar year of 2021.

OBEY CLOTHING / Apparel Designer / (2018-2020) *LAID OFF*

- Executed prints, graphics and art in line with the vision for OBEY apparel direction, also develops seasonal ranges including tech design, color, visual line, and planning. Designed and created ideas and concepts to the table and work closely with development in reviewing prototypes, strike offs, and submits for approval for all categories from design concept to production.

LIFTED RESEARCH GROUP CLOTHING (LRG) / Head Product Developer / (2015-2018)

- Developed products by identifying potential products, conducting market research, generating product requirements, determining specifications, production timetables, pricing, and time-integrated plans for product introduction, and developing marketing strategies.
- Audited all tech packs with designs before sending to vendors/factories and communicated directly with vendors/factories on fabric, prints, and seasonal developments.

EDUCATION + HONORS

THE ART INSTITUTE OF CALIFORNIA – ORANGE COUNTY

Bachelor of Science in Graphic and Web Design (2016)

THE ART INSTITUTE OF CALIFORNIA – ORANGE COUNTY

Deans Honor Roll / GPA 3.8 / (2014-2016)

AWARDS

THE WALT DISNEY COMPANY - DISNEY LIVE ENTERTAINMENT

Cast Member of the Month (November 2018)

NORTH ORANGE COUNTY REGIONAL OCCUPATIONAL PROGRAM

Outstanding Overall Student in Visual Communication / (2011-2012)

PROFESSIONAL FREELANCE CLIENTS

PRIMARK®

MOMO®

DARE SPORT

YOUNGLA

forgestar

THE HUNDREDS®

NOVAMEN

NEFFLEBY Automotive

GUESS®

FASHIONNOVA

WELD RACING

PLAYBOY