


JUAN FERNANDO GARCIA

SENIOR GRAPHIC ARTIST

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 San Diego, CA

SUMMARY

Creative and results-oriented Senior Graphic Designer/Artist with over 20 years of experience in brand identity, packaging design, and illustration. Proven ability to conceptualize key art, develop engaging social media assets, and support marketing campaigns. Expertise includes Adobe Creative Suite, art direction, and product development. Skilled in leading design projects and collaborating to elevate brand presence and audience engagement.

EXPERIENCE



Brand Designer 2

Epic Games / Psyonix

Oct 2021 - March 2026

- Conceptualized key art and visual identities for multiple seasons and intellectual properties, ensuring brand consistency across all platforms.
- Developed innovative packaging designs and engaging social media assets to elevate audience engagement.
- Produced original illustrations to effectively support marketing campaigns and new product launches.



Lead Graphic Artist

J!NX

Nov 2015 - Aug 2021

- Served as the lead graphic artist, designer, and art director for apparel, accessories, and packaging.



Freelance Artist

Ei Black Bat

Feb 2005 - Present

- Created custom designs for pop culture fan art pins, illustrations, logos, and apparel.



Co-Founder

Hyp3r Drive Artist Collective

May 2018 - Present

- Co-founded Hyp3r Drive, a bi-monthly subscription box delivering exclusive, limited-edition pins and collectibles tailored to specific themes.
- Provided expert design consulting services.



Senior Graphic Designer

Bee International, Inc.

Sep 2008 - Nov 2015

- Designed packaging and seasonal novelty candy and toys, contributing to successful product launches and increased sales.

EDUCATION

Bachelor of Science - Media Arts

Platt College • San Diego

2004 - 2006

Associate of Arts and Sciences - Graphic Design and Multi-Media

Platt College • San Diego

1996 - 1998

SKILLS & TOOLS

- Art Direction • Product Development • Social Media Asset Creation • Adobe Photoshop
- Adobe Illustrator • Adobe Creative Suite • Graphic Design • Illustration • Apparel Design
- Accessories Design • Packaging Design • Digital Painting • Logo/Brand Design • Leadership Experience
- Multi-tasker • Productivity/Team software • Able to Work Independently • Bilingual (English & Spanish)

