


Louisa Garcia

Digital Designer

Contact

 louisagarcia.com

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 louisagarcia.com

 New York City, NY

Skills

Style Guides & Branding
Motion Graphics
Photography & Image Retouching
Mobile & Website Design
Interactive Design
Responsive Design
Hi-fidelity Mockups
User Research & Personas
Wireframing & Prototyping
User testing & Interviews
Task flow diagrams
Affinity Map
Competitive Analysis
Heuristic Evaluations
Site/app maps
Advanced Spanish / Basic French

Tools

Sketch
Adobe Creative Suite: Photoshop, Premiere Pro, Illustrator, After Effects, Indesign, XD & Lightroom
Mettle 360 VR
InVision
HTML & CSS
Microsoft Office / iWork
Google Doc/Drive

College Awards

Advertising Club Award 2014
Ad Production Club Award 2014
Dept Service Award 2013 & 2014
Best Club Academic Event 2014
Best Design & Tech Club 2014

Experience

Freelance Graphic Designer

Clarins Skincare, May 2019 - Present

Clarins is a luxury beauty & skincare company founded in 1954.

- Designed event displays and mocked up designs for in-house franchises marketing campaigns and installations.
- Designed artwork for make up module, generic and feature tester and lightbox displays.
- Proofed all printed material to make sure each element was on brand.
- Elevated press files into an editorial style meant to entice influencers, magazines and celebrities to promote the Clarins brand and product.
- Created brochures, counter cards, direct mailers and spa menus.

Senior Content Creator

Jason of Beverly Hills, April 2017 - May 2019

Bespoke Jewelry & Fine Diamonds.

- Delivered brand cohesion through content creation and social media strategy with in-house marketer.
- Created high-end videos of products, behind the scenes "making of the ring" series, as well as video interviews with the CEO for social media campaigns and magazines.
- Primary art director and photographer for model shoots and product shots.
- Designed refined catalogs and in-store video loops
- Responsible for all photo retouching.

Senior Graphic Designer

Sequin Jewelry, November 2015 - May 2017

Contemporary Chic jewelry company that transcends fast fashion.

- Heightened brand aesthetic through photography and design.
- Primary photographer for model shoots and product shots.
- Responsible for shooting and editing video/animation promos for social media & newsletter campaigns.
- Designed packaging, lookbooks, press outreach packets and booklets for clientele and editors.

Graphic Designer

Kingsborough College, August 2012 - October 2015

A community college connected with the City Universities of New York.

- Responsible for producing posters, infographics and banner designs under the direction of the Office of Student Life.
- Created all marketing collateral such as brochures, calendar of events and student club/organization logos.
- Produced content for social media to promote events or news.

Education

General Assembly, November 2017- February 2018

User Experience Design Immersive

New York City College of Technology, 2011-2015

Communications Design Bachelors Degree - Cum Laude Honors