



Christian Alvarado

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Experience

DJK Industries

Sr. Graphic Designer
June 2021–Present

- **Presented design concepts** and received approval, accelerating project timelines by 20%
- **Developed packaging designs and die-lines** that enhanced product visibility and effectively communicated features, leading to a 15% increase in consumer interest.
- **Successfully resolved production challenges** with print materials through innovative approaches, ensuring brand consistency and timely delivery
- **Designed graphics** that conveyed product messaging, coordinating with art and copy teams to create cohesive visual presentations.
- **Managed relationships with agencies, printers, and vendors**, ensuring timely and error-free delivery of design assets, meeting 100% of critical deadlines.
- **Mentored junior designers**, providing feedback and guidance on creative development, which improved team collaboration and elevated overall design quality while fostering a learning environment.

Drywired

Graphic Designer
January 2014–March 2021

- **Developed and maintained a consistent brand ecosystem** through strategic design and messaging, balancing immediate campaign needs with long-term brand vision.
- **Spearheaded art direction** for diverse projects across web, print, packaging, and trade shows, ensuring seamless brand integration and a 20% boost in consumer engagement.
- **Designed and implemented** digital assets for **websites and e-commerce** platforms, utilizing UI/UX principles to create engaging user experiences.
- **Designed product labels and packaging** that improved product visibility, leading to a 10% increase in sales.
- **Produced product photography** that effectively highlighted features and benefits, enhancing online and in-store product appeal.
- **Launched targeted social media marketing campaigns**, increasing engagement by 20% and driving customer interaction with the brand.
- **Tracked and analyzed marketing efforts**, using insights from analytics to optimize campaigns for maximum performance and ROI.
- **Managed relationships with B2B trade show vendors** and ensured the timely delivery of design materials, improving brand presentation and consistency across multiple industry events.
- **Effectively balanced a high-volume workload**, delivering creative solutions across various media while managing deadlines and client communication to ensure project success.

Exchange LA

Graphic Designer
2013–2014

- **Assembled visual assets** aligned with the company's marketing and sales objectives, ensuring cohesive branding across all platforms.
- **Created and edited social media content** for Facebook, Twitter, YouTube, and company websites, driving audience engagement and expanding the company's digital presence.
- **Developed and implemented multiple email newsletters** on a weekly basis, maintaining consistent communication with customers and supporting marketing campaigns.

Skills

Soft

- Multitasking
- Attention to detail
- Deadline management
- Typography & Composition
- Independence + Collaboration
- Packaging Process Knowledge

Tools

- InDesign
- Illustrator
- Lightroom
- Wordpress
- Photoshop
- Dimension
- Keynote
- Powerpoint
- Figma
- Monday
- Asana
- Slack

Specializations

- Print
- Packaging
- Social Media
- Web & Digital
- Brand Identity
- Product Visualization

Education

Fashion Institute of Design & Merchandising

AA in Graphic Design (Branding)–Class of 2013