



# 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.
- Developed and maintained comprehensive brand guidelines to ensure consistency across print, digital, packaging, and environmental applications.

### 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

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

### Tools

- Adobe Suite
  - Photoshop
  - Illustrator
  - InDesign
  - Lightroom
  - Dimension
  - Premiere Pro
  - After Effects
- Wordpress
- Webflow
- Framer
- Blender
- Cinema 4D
- Keynote
- Powerpoint
- Monday
- Asana
- Slack
- Figma
- Microsoft Office
- Google Suite

### Specializations

- Art Direction
- Packaging
- Front-end Web Development
- Product Visualization
- Brand Identity
- 3D Modeling + Rendering
- Environmental Graphics
- Trade Show Booth Design
- Photography

## Education

**Fashion Institute of Design & Merchandising**

AA in Graphic Design (Branding)–Class of 2013