

ANDY BARBA

Marketing Graphic Designer
San Diego, CA

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View Portfolio
[andy.bar](#)

EDUCATION

Arizona State University
Bachelor of Science
Visual Communication Design
8/2008–5/2012
3.85 GPA

School of Motion
After Effects Kickstarter
Spring 2023

Animation Bootcamp
Fall 2023

INTERNSHIP

Mother, NYC
Summer 2011
Progressed from intern to valued design team member. Managed tasks including image sourcing, in-store graphics, signage, commercial storyboarding, logo ideation, client rebrands, poster design, brainstorming, presentation decks, portfolio preparation, image retouching, campaign strategy summarization, mood board creation, and minor event planning.

SKILLS

Brand & Identity · Typography · UI/UX Design · Information Architecture · Publication & Layout Design · Art Direction & Story Boards · Stop Motion Video · Motion Graphics · Campaign Strategy · Signage & Wayfinding · Presentation Design · Environmental Design · Photography · Image Retouching · PrePress · Filing Structure · Spanish Fluency · Illustration · Leadership

SOFTWARE

Figma · Adobe Creative Suite, including: After Effects · DragonFrame · CaptureOne · HTML 5 · CSS · MailChimp · ChatGPT · Midjourney · macOS · Microsoft Office · 360 Google Docs ·

EXPERIENCE

Medical Solutions | Graphic Designer 3/2023–Present

- Focus on digital design, such as email, banner ads, and webpage design
- Drive branding and marketing design initiatives, merging brand identity with compelling content for healthcare professionals, clients, and job seekers.

Arizona State University | Faculty Associate, Design 3/2023–Ongoing

- Seasonally teach graphic design students online in basic typography and letterform design. Provide personalized feedback to foster student skill growth. Frequently mentor students in portfolio development, internships, and professional networking.

Jon Renau | Senior Graphic Designer 3/2023–8/2023

- At this premier wig company, I leveraged my creative and technical skills across a broad spectrum of design projects, which include the following:
- Lead the rebranding initiative, playing a key role in the rollout of our new brand identity.
 - Orchestrate a comprehensive file reorganization to improve efficiency and accessibility.
 - Design educational content for alternative hair Masterclasses, effectively communicating complex ideas through design and layout
 - Designed engaging presentations
 - Photo retouch and manipulations to ensure all images meet high aesthetic standards.
 - Plan and execute photo shoots from casting calls to art direction.
 - Generate creative assets from banner ads to wig cap illustrations.

San Diego Zoo Wildlife Alliance | Senior Graphic Designer 5/2016–4/2022

Well-rounded designer capable of fulfilling design requests for a variety of needs within this 100-year-old institution.

- Design lead and advocate for conservation projects at home and worldwide.
- Art-directed and designed three illustrated blacklight murals as well as exterior panels and graphics.
- Led strategic development and creative ideation meetings for project campaigns. Managed project campaigns from concept to delivery.
- Utilize knowledge of HTML and CSS to effectively communicate project expectations and scope with developers.
- Experience with project management tools such as Asana, Trello, or Airtable.
- Experienced in following and evolving an organization's design systems including filing structure.
- Managed a team of 3 designers for a multimillion-dollar Children's Zoo project.
- Experienced working with a cross-disciplinary team to contribute to the conceptualization, design, and specification of innovative consumer products.
- Designed a wide range of materials including annual reports, web banners, billboards, murals, email designs, merchandise, and illustrations.

Fisher, Ad Agency | Graphic Designer 4/2015–2/2016

- Responsible for detailed creative output within a fast-paced work environment.
- Routine research, brainstorming, sketching, concepting, creative collaboration, design, retouching, vendor relations, time management, client presentations, and press checks.

StrongMind, Ad Agency | Graphic Designer 6/2012–4/2015

- Directed a comprehensive and cohesive brand identity.
- Designed logos, color palettes, typefaces, brand spirit, etc.
- Led new creative process and standardized branding approach