

Halbert Garcia

Senior Graphic Designer

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A results-driven creative leader with over 12 years of experience in content development. I specialize in transforming initial ideas into compelling motion graphics and design solutions that boost brand visibility and customer engagement. My work is defined by my expertise in multichannel design tools, which I leverage to optimize workflows and reduce project timelines significantly. This approach has led to a proven track record of increasing content creation by more than 30% within 12 months.

Work Experience

Hanwha Vision America

Teaneck, New Jersey, United States • 03/2022 - Present

Multimedia Graphic Designer

- Transformed the creative design process through AI tools, fostering collaboration and producing compelling content that contributes significantly to a 10% boosted brand visibility.
- Collaborated on digital media initiatives, strengthening brand recognition in the market through targeted campaigns within 6 months.
- Created dynamic motion graphics for marketing campaigns that helped drive a 714% boost in organic content engagement and brand visibility across digital platforms within 12 months.

Senior Graphic Designer

Full-time

- Implemented innovative multimedia solutions that streamlined design workflows, enhancing overall productivity and reducing project timelines.
- Developed innovative 3D motion graphics for product launches, contributing to a 29% increase in audience growth within 6 months through targeted visual storytelling.
- Fostered teamwork with the creative team to produce innovative product videos, enhancing storytelling that achieved 6.7 million YouTube views within 12 months.

Graphic Designer

Full-time

- Reduced project timelines by fostering a collaborative approach with marketing leadership, which led to quicker approvals and increased output by 30%.
- Drove brand awareness through strategic collaboration on customer appreciation events, leveraging innovative design techniques to attract new clients within 3 months.

Skills

Technical Skills

- 2D Animation
- 3D Animation
- After Effects
- Design Tools
- Firefly
- Illustrator
- Indesign
- Keyshot
- Microsoft Excel
- Microsoft Powerpoint
- Microsoft Word
- Motion Design
- Photoshop
- Plugins
- Premier Pro
- Rendering
- Visual Effects

Creative Leadership

- B2B Marketing
- B2C Marketing
- Content Strategy
- Creative Leadership
- Product Marketing
- Strategic Creative Development
- Video Direction
- Visual Design

Professional Skills

- Active Listening
- Adaptability
- Art direction
- Conflict Resolution
- Creative Problem Solving

- Transformed product marketing by utilizing video animation to create compelling stories, significantly improving customer understanding and interest in product features.

IDT Corporation

Newark, New Jersey • 10/2018 - 03/2022

Channels Communications Content Coordinator

- Developed creative and engaging content for Boss Revolution® marketing campaigns, enhancing brand visibility.
- Created graphics, visual narratives, and campaigns for the Retailer portal to attract new and repeat customers.

Digital Marketing Coordinator

- Led design and content creation for IDT Corporation's social media platforms, enhancing brand engagement by 20% through targeted strategies within 6 months.
- Increased Facebook ad response rate to 95% within 3 months by implementing targeted audience segmentation and A/B testing strategies.

- Cross-Functional Collaboration
- Deep knowledge
- Develop and maintain
- Integrity
- Interpersonal Skills
- Marketing materials
- Mentorship & Coaching
- Organizational Skills
- Passion
- Presentation Skills
- Project Management
- Strategic Thinking
- Workflow Optimization

Education

Bachelor's Degree in Graphic Design

Fairleigh Dickinson
University-Florham
Campus

01/2010 - 12/2014

High School Degree

Madison High School

01/2008 - 12/2010