

# ronald.

Ronald Varela

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I design trading cards, packaging, and the digital experiences built around them.

## Education

University of North Texas

B.F.A Communication Design

SMU

User Experience Design Cert.

## Experience

Leaf Trading Cards | Graphic & Digital Designer

June 2021 - Present | Dallas, TX

Manage multiple concurrent projects spanning trading card design, packaging, booth graphics, web products, and company merchandise for card shows and internal use.

Designed trading cards and packaging from concept sketching to print-ready execution across 30+ products, including Leaf Metal, Leaf Vivid, Leaf Magnificence, Leaf Decadence, Leaf Signature Series, Leaf Spectacular, Leaf History Book, and Leaf Women of Sport.

Led end-to-end design and licensing approval for emerging sport properties including 2024 Professional Bull Riders, 2024 Pickleball, and 2025 Power Slap.

Concepted and produced motion graphics for live Whatnot streaming and card show booth displays.

Design and maintain the official Leaf Trading Cards website, redemptions website, Leaf Witness and Leaf Authentics.

## Skills & Tools

Illustrator

Photoshop

InDesign

After Effects

Cinema4D

Packaging

Project Management

Motion Design

Branding

## Languages

English (Fluent)

Spanish (Fluent)