

SAMUEL GARCIA

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EDUCATION

Pomona, CA | 2021-2024

California State Polytechnic University

BFA: Visual Communication Design

Hollywood, CA | 2018-2021

Los Angeles City College

AA: Studio Arts

AS: Film, Television, and Electronic Media

ABOUT ME

I'm a multidisciplinary designer with in-house experience leading creative across brand, web, and product launches. I work collaboratively with leadership, sales, and suppliers to make sure design aligns with business goals.

I'm growing toward art direction, with a focus on concept development and creative ownership.

I'm drawn to work that combines concept-driven thinking with a wide executional range.

SKILLS

- UX/UI Website Design (Squarespace, Wix, Webflow)
- AI-assisted Design Tools
- Brand Identity and Strategy
- Print: Packaging and Catalogs
- Lifestyle & Product Photography
- 2D/3D Animation & Motion Graphics
- Logo and Brand Identity
- Video & Photo Editing
- Disability-Inclusive Design

LANGUAGE

- English
- Spanish

EXPERIENCE

Los Angeles, CA | October 2024— Present 2026

Lead Visual Designer

Deco Lighting - National Light Manufacturer

- Established Deco Lighting's visual identity, keeping cohesion between packaging, website, photography, marketing and print assets. Targeted towards high-end architectural firms.
- Directed 4+ freelancers and coordinated with 3 main vendors to deliver large-scale design projects. Provided mentorship and set visual standards.
- Designed and launched GetDeco.com from scratch using Webflow, focusing on UX/UI design and mobile compatibility. Integrated over 200+ SKUs with scalable CMS systems.
- Named and branded new product lines such as Artemis Downlights, Lina Magnetic Track System, etc.
- Collaborated with founders to design for trade show environments, including product staging and animated video for large-scale 8-ft LED displays. Attended & presented at 7+ trade shows, including Lightfair Las Vegas 2025.

Claremont, CA | August 2024 - October 2024

Graphic Design Intern

Intellic Technologies - Aerial Firefight Training

- Animated 2D & 3D instructional videos for the aerial firefighting training curriculum used by government and private clients.
- Interpreted technical aviation content and developed chapter-based video concepts with storyboards, layouts, and animations.

Los Angeles, CA | August 2022 - May 2024

Freelance Visual Designer

- Developed visual identities, packaging, and websites for clients in EV Chargers, LED Lighting, and lifestyle products.
- Designed apparel graphics, logos, and event collateral for community organizations and social clubs.
- Edited video and produced visual storytelling assets, including thumbnails, title cards, and motion graphics to increase viewer retention.

