

# GILBERT GARCIA

310.776.0421

hello@gilbert-garcia.com

[gilbert-garcia.com](http://gilbert-garcia.com)

## WORK EXPERIENCE

### Marquis & Co (*HipCityVeg/Charlie was a Sinner./Bar Bombon*)

Creative Director (05/21–current)

- expanded each restaurant's brand identity
  - managed creative budgets and vendor sourcing
  - photoshoot concept and direction
  - creative trend forecasting and planning
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### David's Bridal

Design Director (11/14–07/20)

- established and maintained company brand standards
- management of the in-house creative team
- photoshoot concept and direction

### Bobbi Brown Cosmetics

Creative Consultant (10/19–02/20)

- New York fashion week 2020 identity system
- video concept and storyboarding

### La Mer

Creative Consultant (07/16–12/16)

- campaign graphic language and systems
- product display composition and renderings

### Select World

Art Director (03/14–11/14)

- Wella U.S. brand Art Director
- new business proposals and creative development

### Koning Eizenberg Architecture

Senior Graphic Designer (03/13–03/14)

- book, proposal, and presentation design
- maintained website day to day operations

### Commonwealth Projects

Graphic Designer (09/12–03/13)

- 3-D exhibition renderings
- book and printed matter design

### Los Angeles County Museum of Art

Graphic Designer (07/10–08/12)

- created the graphic language for permanent collections
- designed print material for donor events and LACMA kids

### Olivia Care

Art Director (06/05–07/10)

- established brand visual language and grid systems
- product development and sourcing

## EDUCATION

### Otis College of Art and Design

Los Angeles, California

*Master of Fine Arts in Graphic Design,*

emphasis in Social Responsibility

Graduated with honors

### Otis College of Art and Design

Los Angeles, California

*Bachelor of Fine Arts in Communication Arts,*

emphasis in Graphic Design

Graduated with honors

### The Fashion Institute of Design & Merchandising

Los Angeles, California

*Associate in Arts,*

emphasis in Graphic Design

## TEACHING EXPERIENCE

### Saint Joseph's University

Adjunct Professor (11/20–12/22)

- co-creator of Between Worlds student zine workshop
- typography and intro to graphic design instructor

### OTIS College of Art and Design

Advertising Instructor (09/10–05/12)

- co-created advertising Design Bootcamp course
- developed student team-building projects

### Century Academy for Excellence

Graphic Design Instructor Grade 7/8 (09/07–06/08)

- instructed students on fundamentals and best practices
- developed after school student yearbook club

## SPECIAL ACHIEVEMENTS

### Yasmin Khan

Mentorship (01/12–06/12)

Los Angeles, California

### U.S. Army (09/99–02/07)

Honorably Discharged

Service time 8 years

### COMA

Mentorship (01/11–06/11)

Amsterdam, Holland

## FREELANCE CLIENTS

Aveda • Bobbi Brown Cosmetics • J. Crew • La Mer • Lorac Cosmetics • Matix Clothing • Community Works • OTIS College of Art and Design • Casamigos Tequila • Occidental College • Inglewood Unified School District • Boeing • GK Elite