



**CARLOS
MORENO**
GRAPHIC DESIGN & ILLUSTRATION

[linkedin.com/in/carcrashcarlos](https://www.linkedin.com/in/carcrashcarlos)

carcrashcarlos.com

[carcrashcarlos](#)

760) 214 7729

carcrashcarlos@gmail.com

HELLO!

I'm a passionate graphic designer based in San Diego. I excel in branding, typography, illustration, and package design. I'm hard-working, versatile, and a quick learner. I'm ready to tackle any challenge!

EDUCATION

THE ART INSTITUTE OF CALIFORNIA- SAN DIEGO
San Diego, CA Bachelor of Science Dec 2017

PALOMAR COLLEGE
San Marcos, CA General Education 2007-2009

AWARDS

OUT AT THE FAIR | SNAPCHAT CONTEST
Graphic Designer | May 2017- June 2017

Original Snapchat filter
selected and used during event
at San Diego County Fair

SKILLS

SOFTWARE



CREATIVE

Illustration Typography
Package Design
Branding Social Media
Conceptualization
Layout Basic Animation
Color Theory
Collaboration Leadership

EXPERIENCE

Upper Deck | Carlsbad, CA

Graphic Designer | Jan 2022- Present

- Creating visually appealing and innovative designs for cards under several licenses including NHL, CHL, CFL, AEW, MARVEL; ensuring they align with the brand's aesthetics and target audience.
- Collaborating with the marketing team to develop concepts and design elements for promotional materials, packaging, and advertising campaigns.
- Using graphic design software to design and modify artwork, illustrations, and layouts for products.
- Conducting market research and staying updated on industry trends to develop fresh and engaging designs that resonate with collectors.
- Working closely with the production team to ensure accurate implementation of designs and maintaining quality standards throughout the manufacturing process.
- Managing multiple projects simultaneously, prioritizing tasks, and meeting deadlines in a fast-paced environment.
- Collaborating with cross-functional teams, including artists, photographers, and printers, to ensure smooth workflow and successful project completion.

SCENTCO INC | SANTEE, CA

Graphic Designer | June 2018- Jan 2022

- Expanded current line of toys and stationary with new designs (Smens, Smencils, Plush Crush)
- Worked with licensing and followed brand style guides
- Led the development of Air Dough from concept to product on the shelves at Target.
-Further developed this line for wider markets- Air Dough Go, Air Dough Collectibles, Seasonal
- Implemented new strategies for engaging customers on Social Media
-Started Air Dough Live on Instagram, created shareable gifs
- Mentored and helped develop other designers.

MANCE CREATIVE | SAN DIEGO, CA

Production Artist | August 2017- June 2018

- Production of client flyers, brochures, eBlasts
- Corresponding and managing clients
- Creating logos and illustrations
- Managing/producing content for social media accounts