



# CARLOS MORENO

graphic designer and illustrator

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## SUMMARY

Versatile graphic designer with 8+ years of experience across branding, packaging, licensed product design, and illustration. Known for bold, concept-driven visuals, strong production skills, and collaborative execution in fast-paced creative teams.

## EXPERIENCE

### Upper Deck | Senior Graphic Designer | 2022-Present

- Created designs for cards under several licenses including NHL, CHL, CFL, AEW, MARVEL; ensuring they align with the brand's aesthetics and target audience
- Collaborated with the marketing team to develop concepts and design elements for promotional materials, packaging, and advertising campaigns
- Designed and modified artwork, illustrations, and layouts for products, decks, and packaging
- Researched and stayed updated on industry trends to develop fresh designs that resonate with collectors
- Worked closely with the production team to ensure accurate implementation of designs and maintained quality standards throughout the manufacturing process
- Managed multiple projects simultaneously, prioritized tasks, and met deadlines in a fast-paced environment.
- Collaborated with cross-functional teams including artists, photographers, and printers to ensure smooth workflow and successful project completion
- Mentored peers

### Scntco Inc | Graphic Designer | 2018-2022

- 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 | Production Artist | 2017-2018

- Production of client flyers, brochures, eBlasts
- Corresponded and managed clients (including local law firms and Broadway San Diego)
- Created logos and illustrations
- Managed/produced content for social media accounts

## EDUCATION

The Art Institute of California- San Diego | BS Graphic Design | 2017

## SKILLS

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe After Effects | Procreate | Nomad Sculpt  
Facebook, Instagram, TikTok | Microsoft Word | Microsoft Powerpoint | Some HTML/CSS  
Branding & Visual Identity | Packaging Design & Production | Illustration & Concept Development  
Licensed Product Design | Typography & Layout | Print & Digital Design