



# CARLOS MORENO

GRAPHIC DESIGN & ILLUSTRATION

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## HELLO!

Versatile designer with 6+ years of experience in branding, packaging, licensed product design, and illustration. Known for blending playful, concept-driven visuals with strong production skills. Collaborative, detail-oriented, and ready to take on new creative challenges.

## 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

## RECOGNITION

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

Original filter won and used live at the 2017 event

## SKILLS

### SOFTWARE



• Illustrator • Photoshop • InDesign • AfterEffects

### CREATIVE

- Branding & Packaging • Illustration & Typography
  - Layout & Color Theory
- Concept Development • Social Media Content
  - Team Collaboration
- Adobe Creative Suite • Basic Animation

## PROFESSIONAL EXPERIENCE

**Upper Deck | Carlsbad, CA**

**Graphic Designer** | Jan 2022- Present

- Designed licensed trading cards for NHL, CHL, CFL, AEW, Marvel, and DC.
- Created promotional materials for marketing campaigns and retail
- Collaborated with design, marketing, licensing, and production teams
- Prepared print-ready files and ensured production accuracy
- Managed multiple high-priority projects under tight deadlines

**SCENTCO INC | SANTEE, CA**

**Graphic Designer** | June 2018- Jan 2022

- Led visual development for product lines including Air Dough, Smencils, Plush Crush, and seasonal collections
- Created packaging, illustrations, character concepts, and product instructions
- Developed marketing collateral, social media content, and promotional GIFs
- Originated the concept for collectible tokens and gameplay loop for Plush Crush
- Mentored junior designers and contributed to internal design strategy

**MANCE CREATIVE | SAN DIEGO, CA**

**Production Artist** | August 2017- June 2018

- Produced client marketing materials including flyers, brochures, and eBlasts
- Created logos, illustrations, and managed social media content
- Worked directly with clients to ensure brand consistency and design delivery