

Gery Garcia

Senior Graphic Designer | Senior Production Artist | Adaptive Designer | Art Director

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PROFESSIONAL SUMMARY

Highly experienced Designer with years of expertise in creative design, brand development and print production. Skilled at leading creative projects for top-tier brands such as Johnson & Johnson, R.J. Reynolds, and Nestlé Purina. Proven ability to execute design intent, manage brand consistency and oversee production processes from concept to completion. Strong technical proficiency in Adobe Creative Suite and expertise in packaging and direct response. Recognized for my strong verbal and written communication skills, enabling effective collaboration across creative, marketing, and production teams.

PROFESSIONAL EXPERIENCE

Senior Production Artist & Adaptive Designer

Kelly OCG providing services at Kenuve (Johnson & Johnson Family of Companies) - New York, NY

June 2016 – September 2025

- Lead production artist for global realization of design assets for Johnson & Johnson's Consumer Health brands, including Aveeno, Neutrogena, Johnson's Baby, Band-Aid, Tylenol and OGX.
- Leveraging established Brand Design systems, executed adaptive design for US and Canada while providing guidance for global market
- Develop print-ready mechanicals and manage production roll-out, ensuring accuracy across all consumer health and products.
- Partner with marketing and creative teams to refine and execute design intent documents for final layouts.
- Oversee Digital Asset Management (DAM) and archival processes to streamline workflows and asset retrieval.
- Collaborate with external pre-press vendors to optimize print quality and troubleshoot production issues.
- Implemented and maintained organized file management systems, ensuring quick retrieval and seamless collaboration across teams.
- Spearhead the development of brand templates, style guides, and mobile-optimized images (MOIs).
- Onboarded and mentored new team members on corporate processes and production workflows, ensuring smooth integration and long-term success.

Key Achievements:

- Successfully launched multiple global campaigns, maintaining 100% compliance with brand standards.
- Reduced production errors by 30% through meticulous quality assurance and process improvements.

Senior Art Director

Avrett Free & Ginsberg, Inc - New York, NY

August 2015 – January 2016

- Led creative direction and design execution for R.J. Reynolds' Newport Cigarette account, targeting key demographic audiences.
- Delivered high-impact print, digital, and point-of-sale materials, optimizing brand presence and engagement.
- Presented design concepts and final work to clients, demonstrating strong presentation and client-facing skills.

Key Achievements:

- Conceptualized and produced print and online campaigns, increasing brand visibility in key markets.
- Enhanced client satisfaction by consistently delivering on tight deadlines and project specifications.

Senior Graphic Designer & Production Artist

Avrett Free & Ginsberg, Inc - New York, NY

June 2001 – August 2015

Executed design and production for leading brands such as Lorillard, Nestlé Purina, Moët & Chandon, and Grand Marnier.

- Developed print, direct mail, and web assets, adhering to strict prepress standards.
- Facilitated cross-functional collaboration with production, account, and creative teams to ensure project success.

EDUCATION

Boston University - Boston, MA

B.A. in Economics with a Minor in Journalism

Pratt Institute - New York, NY

AOS Graphic Design

School of Visual Arts & Adhouse - New York, NY

Creative Concepting and Portfolio Development

TECHNICAL SKILLS

Print Production & Prepress Standards

Packaging & Direct Response Design

Adaptive Design

Brand Development & Style Guides

Digital Asset Management (DAM) Systems

Quality Assurance

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat)

Microsoft Office (Outlook, Teams, Excel)