



# PORTFOLIO

Hector Garcia

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[LinkedIn Profile](#)

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# Hello,

## I'm Hector Garcia

*Design Manager - Senior Exhibit Designer*

I am an innovative designer with 12+ years of experience crafting immersive retail environments, exhibits, and architectural spaces. I am passionate about transforming ideas into visually compelling, functional experiences that captivate and inspire. With a keen eye for detail and a deep understanding of spatial storytelling, I blend creativity and technical expertise to bring unique design visions to life while aligning with client goals and industry standards.

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# Education

2007-2012

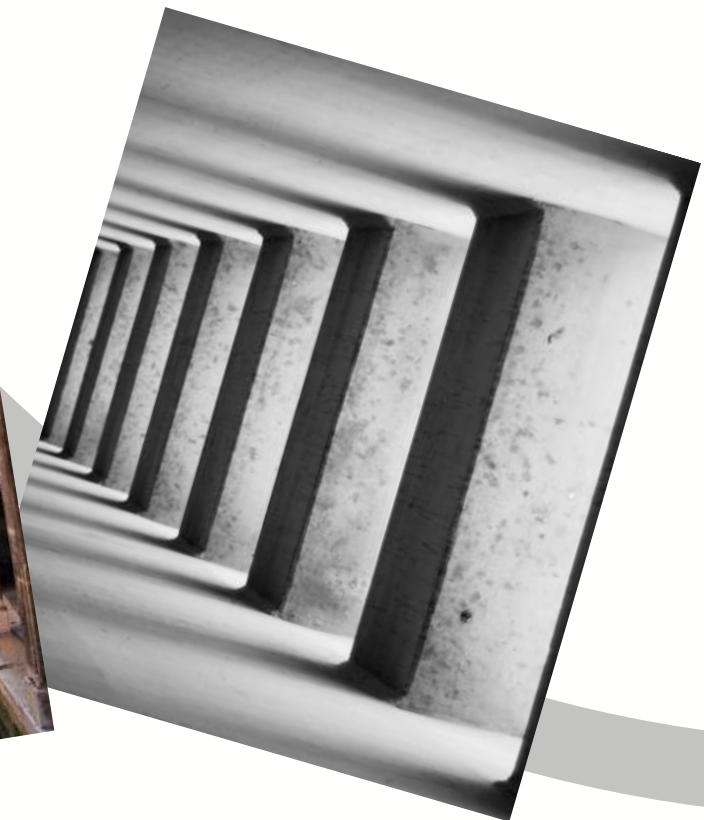
*Bachelor of Science - Architectural Studies*  
University of Utah

Provides a strong foundation in architectural design, history, theory, and building technology, with a focus on creative problem-solving and spatial planning. Developed skills in drafting, 3D modeling, and conceptual design, preparing for roles in architecture, design, and related fields.

2007-2013

*Bachelor of Arts - International Studies*  
University of Utah

Studied global systems with a focus on European history, governance, and international relations. Developed strong analytical and cross-cultural communication skills for international affairs and policy.





# Experience

## Purple

### Retail Environments Design Manager

January 2024 - March 2025

*I specialized in transforming retail spaces into immersive, customer-focused environments by blending design, strategy, and business impact. With expertise in store layouts, visual merchandising, and space planning, I utilized tools like AutoCAD and SketchUp to develop precise 2D plans and 3D renderings, optimizing workflows for efficiency and scalability. From concept to completion, I led the full retail design lifecycle, collaborating with architects and cross-functional teams to create innovative, high-performing retail experiences.*

## Insight Exhibits

### Design Manager - Senior Exhibit Designer

June 2015 - January 2024

*Passionate design leader with a track record of creating immersive, photo-realistic renderings and impactful exhibit designs for trade shows, museums, retail spaces, and corporate events. Led a team of designers while overseeing 50+ custom exhibits annually, collaborating across departments to develop compelling presentations and innovative solutions that boosted client satisfaction by 20%. Successfully managed project timelines and budgets, delivering 95% of projects on time while staying ahead of industry trends to maintain fresh and competitive designs.*





# Exhibits - Islands



An island booth is a freestanding exhibit space open on all four sides, typically 20'x20' or larger, allowing for maximum visitor engagement from multiple directions. These booths often feature bold architectural elements such as overhead signage, double-deck structures, and immersive displays to create a standout presence. With no height restrictions beyond those set by the venue, exhibitors can incorporate towering graphics, lighting rigs, and large interactive areas for product demonstrations and networking.



# Exhibits - Islands





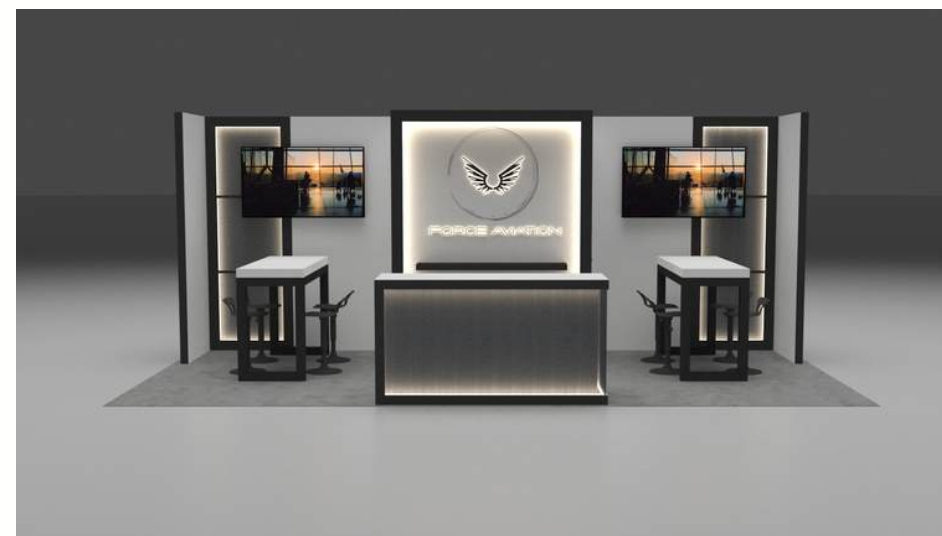
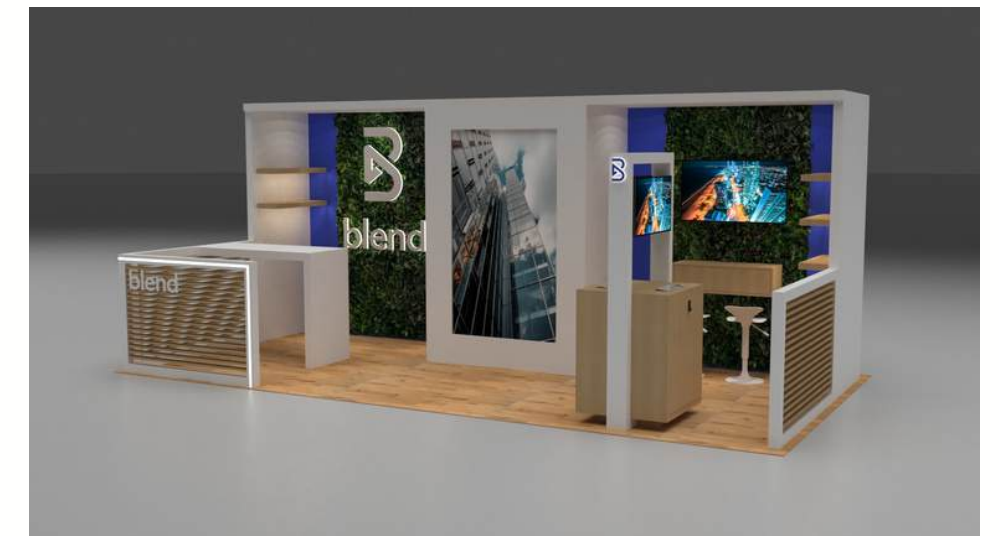
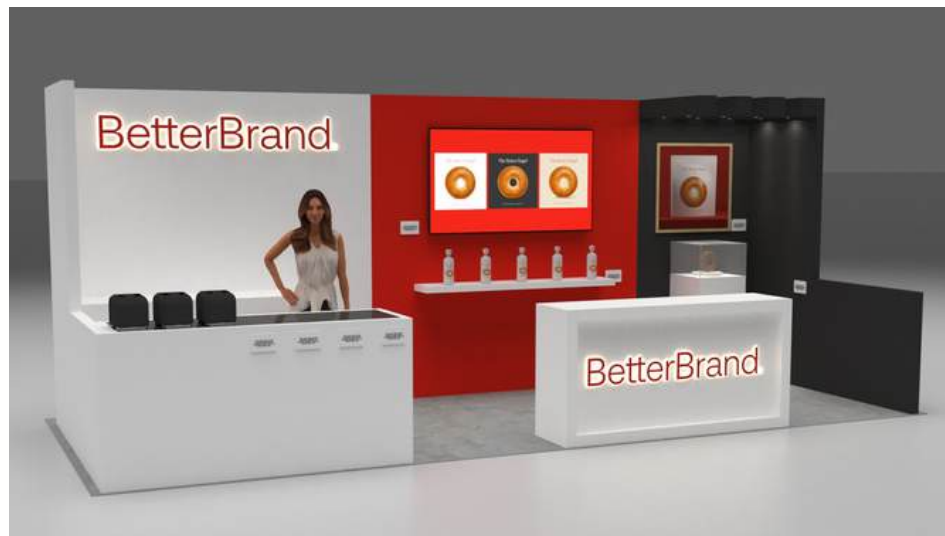
# Exhibits - Islands





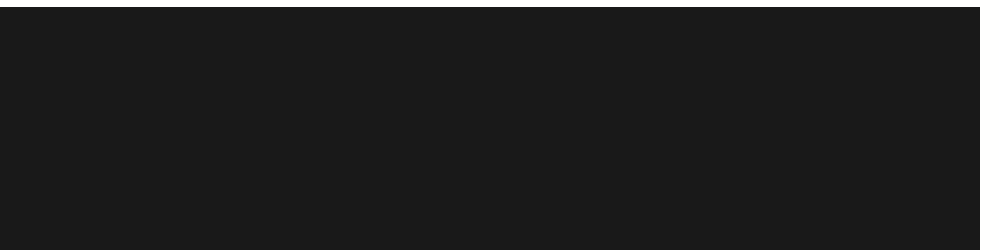
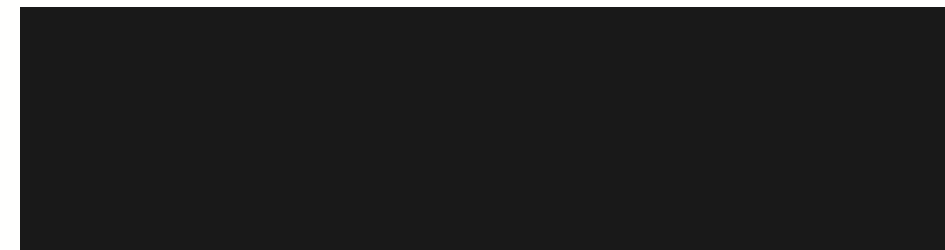
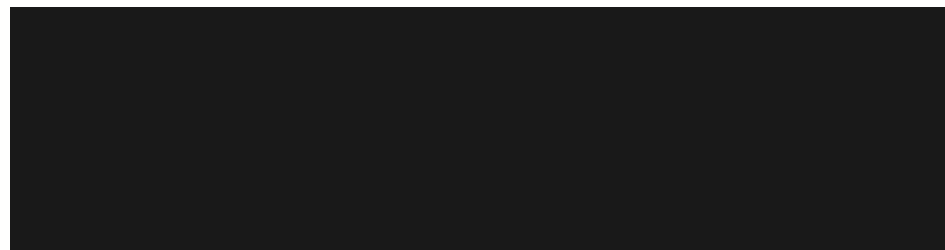
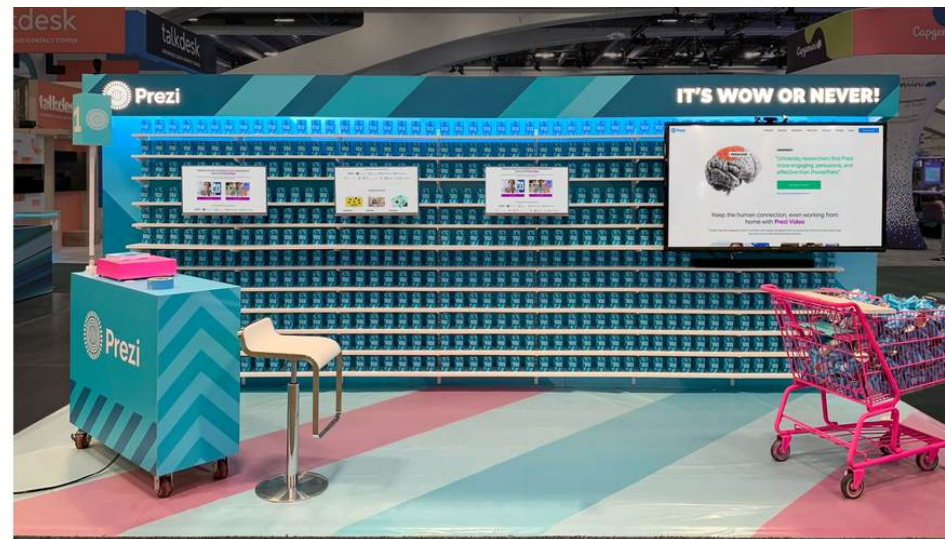
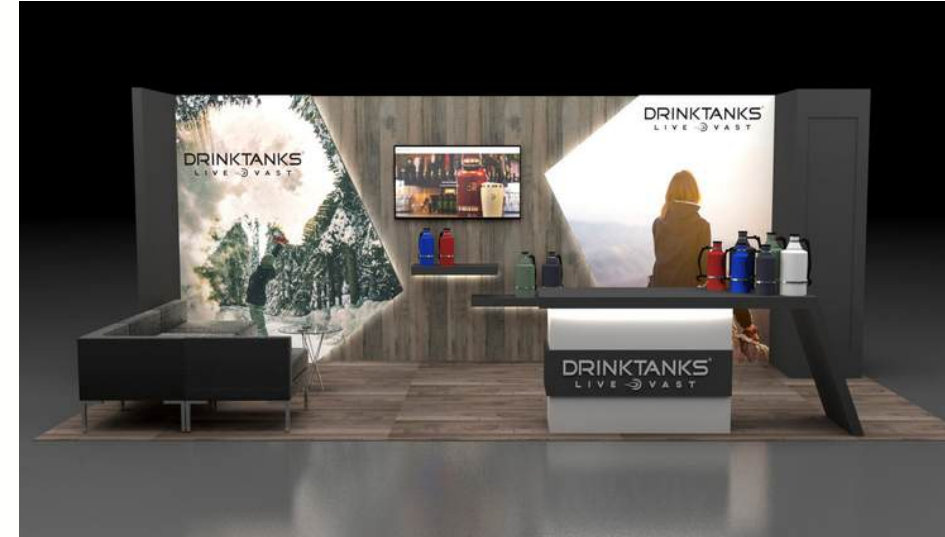
# Exhibits - In-line Booths

An in-line booth at a trade show is a standard exhibit space that is arranged in a row with other booths on either side and typically has only one open side facing the aisle. These booths are often 10'x10' (3m x 3m) but can be larger, such as 10'x20' or 10'x30', depending on the exhibitor's needs.





# Exhibits - In-line Booths





# Exhibits - As-Built



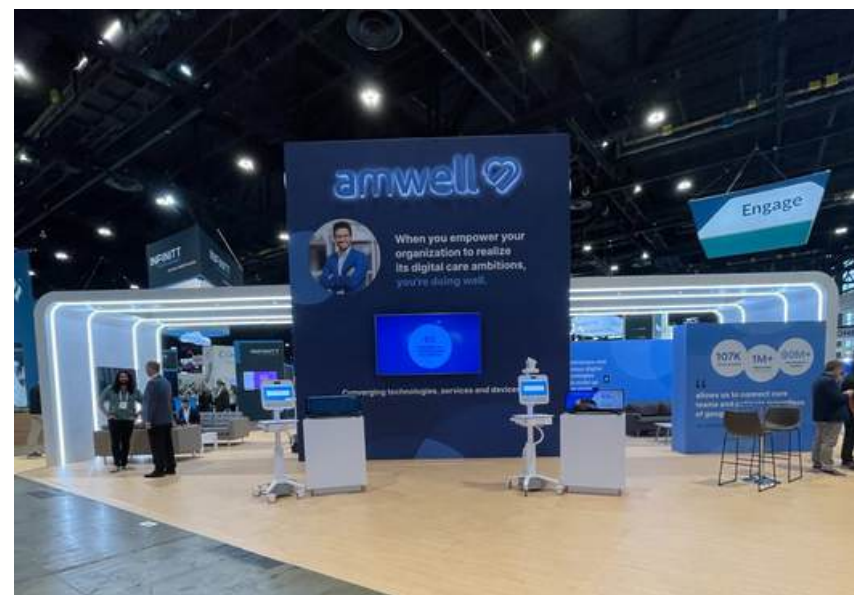


# Exhibits - As-Built



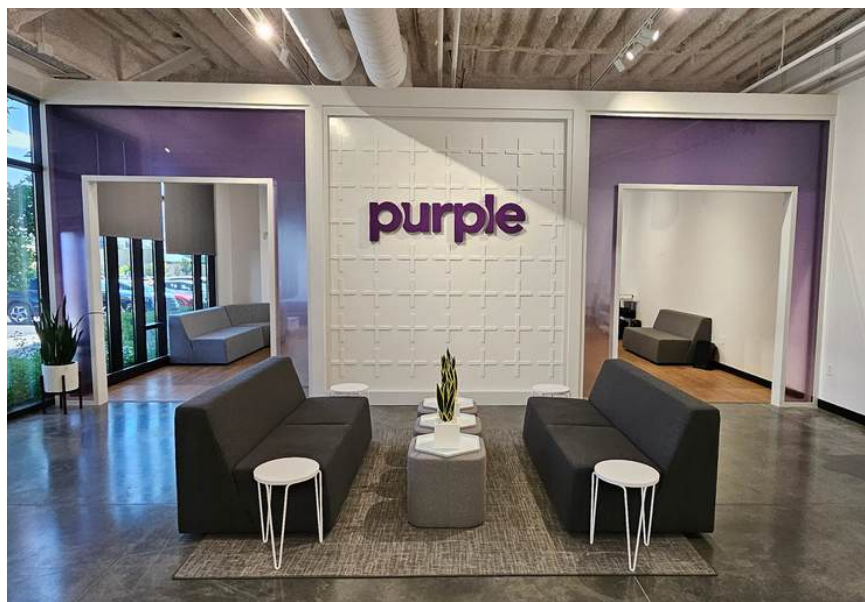
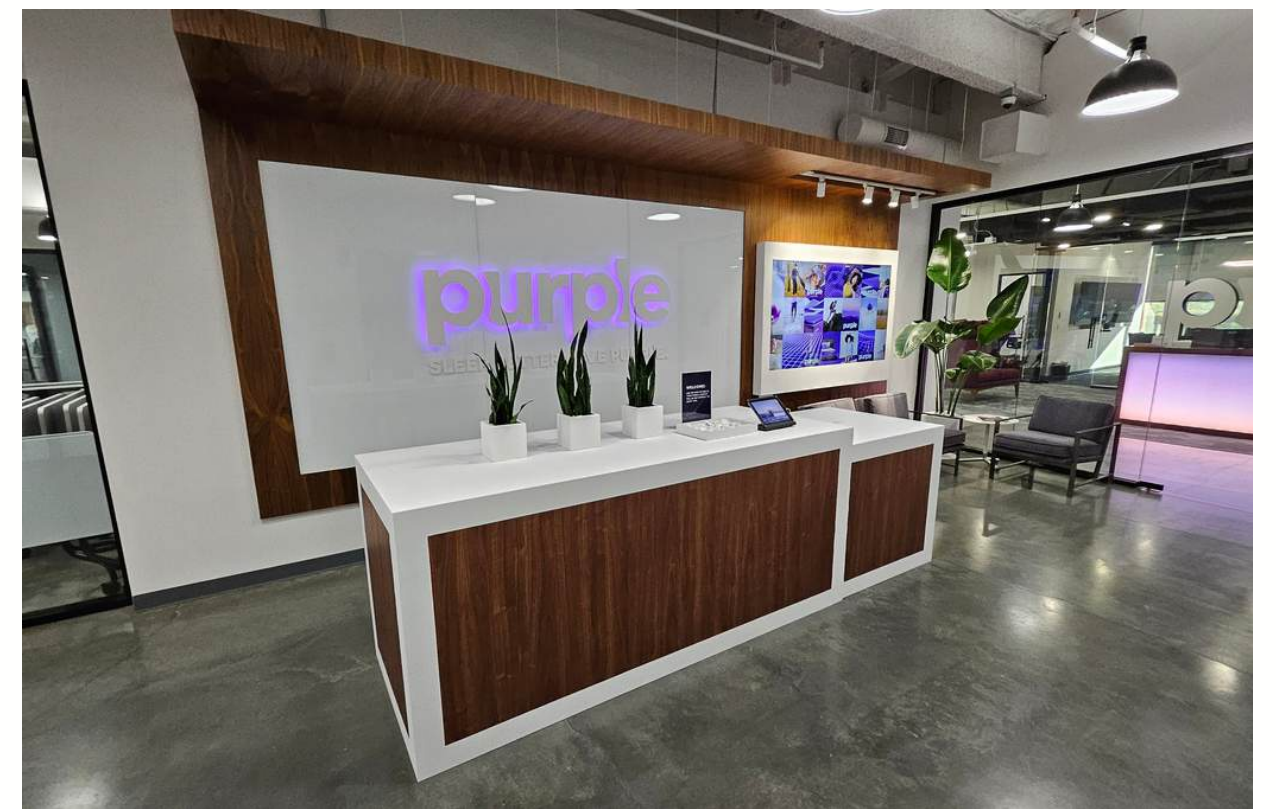
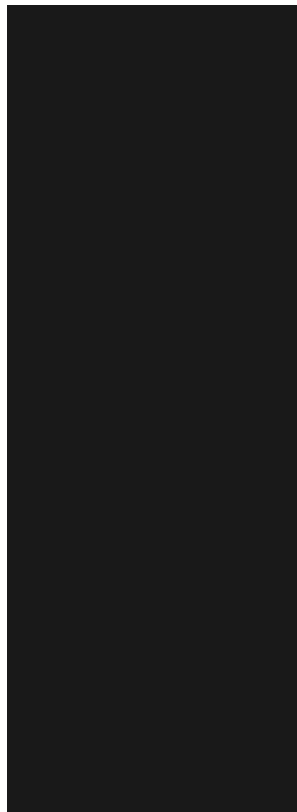


# Exhibits - As-Built



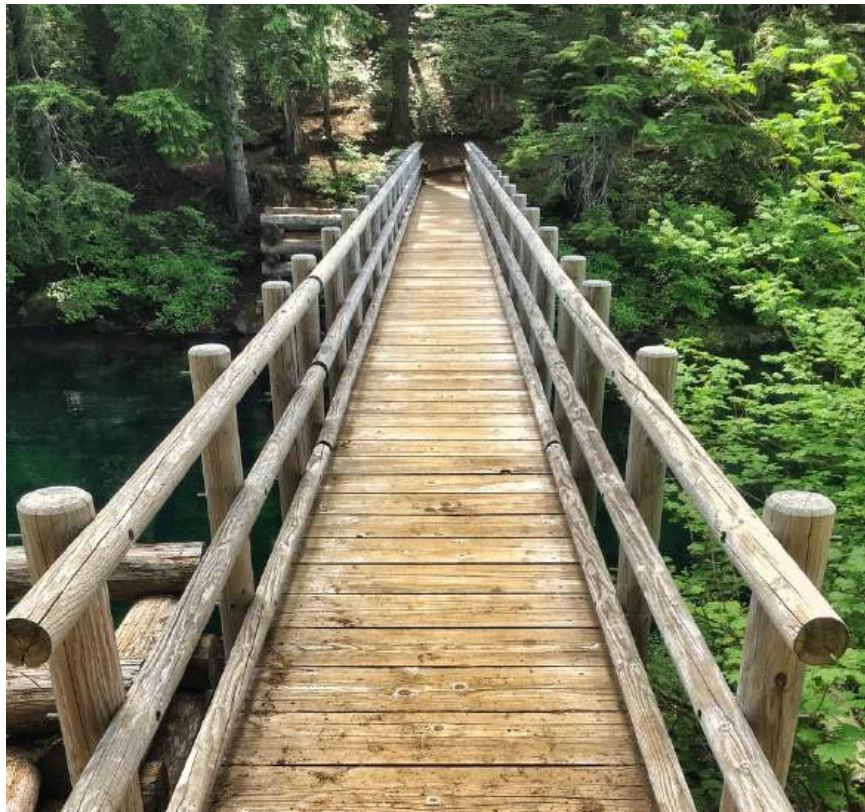


# Retail

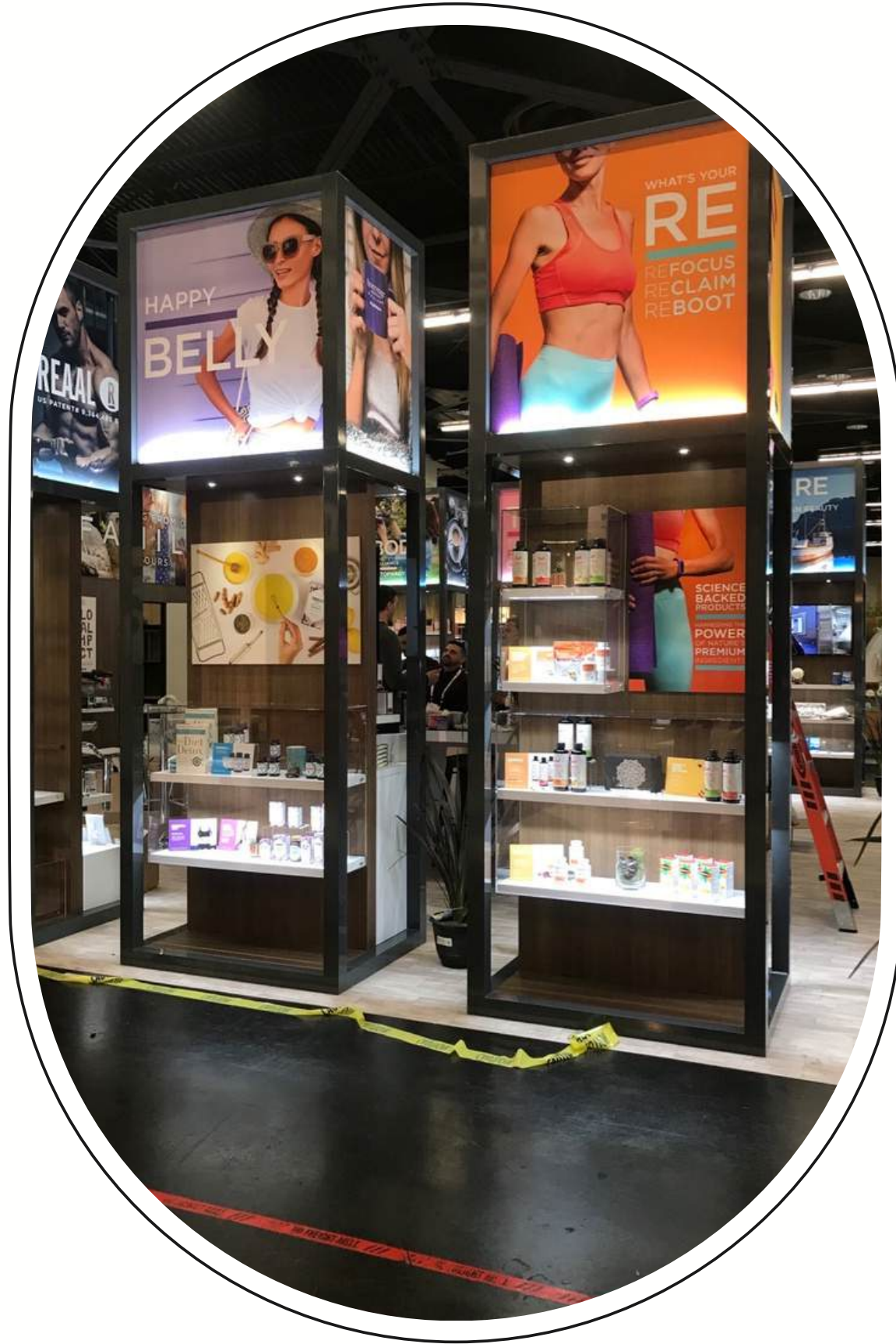




# Photography







# Thank You