



contact

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Portfolio www.coroflot.com/carlos_e

profile

From an early age, Carlos began building his career in the Southern California design community, establishing himself as a big-picture thinker—connecting the dots between strategic business needs and strong creative—with exceptional solutions to complex themes. As a hands-on leader, Carlos is comfortable managing multiple projects while inspiring others to get excited by new design challenges; as a mentor, he has lectured publicly and taught at the undergraduate level on the value of visual brand consistency to support marketing and business objectives.

skills

production software

Adobe Creative Suite
• Photoshop
• Illustrator
• InDesign
Microsoft Office

graphic design

• Concept
• Typography
• Layout & Grids
• Color Theory
• Photo Manipulation

interpersonal

• Proven Leadership
• Strong Communication
• Attention to Detail
• Seasoned Manager of Print Production Process

experience

Smithsonian Institution

Washington, DC
Senior Graphic Designer

2011 – 2013

Produced large-scale signage, print collateral and branded promotions for the Folklife Festival on the National Mall, effectively integrating narrative objectives of program curators with visibility consideration for over one million attendees.

3ality Digital Systems

Burbank, CA
Art Director

2008 – 2009

Developed graphical user interface (UI) for Stereo 3-D camera system; refreshed corporate brochure; designed trade show collateral, product branding, signage and guerrilla marketing for Best-in-Show award.

Western New England College

Springfield, MA
Art Director

2001 – 2007

Implemented College's new strategic branding, layout, color theory and typography across Schools of Arts and Sciences, Business, Engineering and Law in all creative assets such as identity, annual reports, advertising, brochures, direct mail, interactive user experience (UX), internal collateral, posters, and displays. Successfully elevated brand awareness in the region, realized by increased enrollment of 15%.

Insomnia Creations, Inc.

Santa Monica, CA
Principal, Creative Director,
Treasurer, Chief Coffee Officer

1999 – 2000

Co-founded full-service creative boutique providing on-brand packaging, collateral, identity, interactive, advertising, signage and presentation solutions for regional and national clients. Managed staff and freelance talent; responsible for project management, scheduling, purchasing and budget tracking, maintained client/vendor relations; recommended and supervised technology upgrades.

Conceptual Realities, Inc.

Burbank, CA
Senior Graphic Designer/
Game Designer

1996 – 1998

Produced interactive video game design, 3-D graphics and animation, and video storyboards. Refined corporate identity, product branding, marketing strategy and materials, resulting in exclusive contract awarded by Nintendo of America.

designsomething

Los Angeles, CA
Freelance Art Director,
Graphic Designer

1996 – Present

Providing full-time/contract services in both print and digital media to launch start-ups and position brands. Collaborate effectively across executive and marketing teams to identify strategies for growth.

Developed and executed unique solutions for technology/entertainment internet venture to produce investor collateral for successful IPO. Art directed various branding campaigns for nonprofit organizations and their fund-raising events, producing print collateral, advertising and web assets to help one nonprofit exceed fund-raising goals by 30%.

education

Art Center College of Design

Pasadena, CA

Advertising and Graphic Design Programs

Occidental College

Los Angeles, CA

Bachelor of Arts, Communication Design
Minor, English Literature

awards

Ad Club of Western Mass
Admissions Marketing Report
CASE
UCDA

2006 Creative Merit Awards, Gold; 2003, Bronze
2002 Admissions Advertising Awards, Gold & Silver
2002 District 1 Publications Awards, Bronze
2002 Excellence in Marketing & Publications, Bronze

professional references

**Barbara Moffat**

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Smithsonian Institution

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