

## Contact

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### Portfolio Web

[www.wizartinc.com](http://www.wizartinc.com)

### Portfolio Behance

[www.behance.net/iglesiasricardo](http://www.behance.net/iglesiasricardo)

### Linkedin Profile

[www.linkedin.com/in/ricardo-iglesias](http://www.linkedin.com/in/ricardo-iglesias)

## Skills

- Packaging Design (CPG)
- Production Artist
- Marketing Collateral
- Corporate Identity

## Languages

- English
- Spanish

# Ricardo Iglesias

Art Director | Senior Graphic, CPG Packaging,  
Branding, and Production Designer



I'm a Senior Graphic, CPG Packaging, and Production Designer (Production Artist), with extensive experience designing packaging, marketing collateral, and branding for large international corporations such as Pepsi, Frito-Lay, Energizer, Schick, Quaker, Purina, Procter & Gamble, Nestle, Nabisco, Del Monte among others, as well as small start-up businesses.

With a Bachelor's degree in Graphic Design, my experience has led me to work for a broad range of clients and a wide spectrum of market segments. These include food & beverages, construction, financial, sports, cosmetic, pet industry, among others.

### Specialties:

- Extensive expertise in Graphic Design of packaging for CPG (Consumer Packaged Goods)
- Highly skilled Senior Production Artist creating bulletproof artworks
- In-depth knowledge of brand design, including analysis and upgrading of existing brand assets
- Skilled in creating impactful marketing collateral and effective advertising campaigns that resonate with target audiences
- Proficient in pre and post-production techniques
- Experience in art direction for a variety of design projects

### In Addition

- A strong portfolio of real-life design work
- Ability to multitask, lead and execute multiple projects at once
- Self-motivated and capable of working under tight deadlines without sacrificing accuracy or creativity
- Detail-oriented and committed to excellence and quality
- Trusted team player with a collaborative approach
- Always up-to-date on the latest trends and innovations in Graphic Design.

### Apps and Tools:

- Adobe Illustrator (advanced)
- Adobe Photoshop (advanced)
- Adobe Dimension (advanced)
- Keynote
- Word
- Wix
- MailChimp

## Professional Experience

### Bang Energy / VPX / Redline

Art Director | Lead Packaging and Production Designer  
Jul 2020 - Present

- In charge of art direction for the creative department. Responsible for developing and maintaining the creative vision, ensuring alignment with marketing strategies and brand guidelines. Lead and mentor providing feedback, guidance, and support to help team members develop their skills and achieve their full potential
- Head of VPX's Packaging and Brand design for all emerging brands and renewing existing ones under the VPX umbrella, including Bang® Energy, Vooz®, MIXX®, Meltdown®, and Redline®, executing the full spectrum 360° (market research, design process, artwork production and print supervision) overseeing more than 100 product launches annually and ensuring strict adherence to brand guidelines
- Leader of the Production Artist workflow by creating, updating, and optimizing all master artworks for all brands, while providing detailed documentation and version control
- In charge of overseeing artworks created by entry/mid-level designers, providing feedback and making necessary adjustments to ensuring adherence to established printing principles and required quality standards
- Accountable for physical/digital samples approvals before mass production
- Mentor to junior and mid-level designers, sharing best practices, and providing feedback to help them grow professionally
- Expert in selling concepts using impacting packaging 3-D renders combined with elements to create the WOW! factor to go above and beyond stakeholders expectations



- Team player who enjoys collaborating with cross-functional teams, including Marketing and Sales, to ensure that all the designs are aligned with their objectives to impact the target consumer
- Experience in managing multiple projects simultaneously, prioritizing tasks, and delivering high-quality results in a timely manner
- Demonstrated proactivity in reviewing and evaluating graphic design processes, identifying areas for improvement, and implementing cutting-edge tools and methodologies to streamline workflows

### **IVP Sport**

Lead Graphic Designer

June 2016 - 2020

- Brand oversight by evaluating designs to ensure that they meet company brand standards
- Manage, monitoring & update the company website and social media
- Work on a variety of projects simultaneously, as well as possess an acute attention to detail
- Create marketing collateral
- Design and implement the company's corporate identity and brand guidelines
- Design and manage creative projects from concept to production based on management specifications, needs and brand guides. This includes print ads, brochures, websites, billboards, direct mail, posters, etc
- Supervise print production projects to ensure that all materials ordered arrive in a timely fashion and are in good standing to obtain maximum results
- Manage outside printers and all suppliers to ensure the quality of work
- Gather and negotiate pricing for printed materials
- Assist Marketing team with brainstorming, marketing specifications, and advertising strategies.
- Create and maintain an organized archive of all creative assets and resources, such as software, art materials, and special fonts, which are needed for record-keeping and reference
- Lead and execute various projects including promotional campaigns, landing pages, email, banners, print collateral, packaging and more
- Develop and maintain all aspects of collateral, property and asset design, including pre-and post-production processing (i.e., color correction, retouching, adding details, etc.)
- Provide graphic design and marketing support to all team members and management
- Serve as the resource for logo usage and brand identity guidelines for internal and external constituents

### **Wizart Inc**

Freelancer Graphic Design Studio Owner - Senior Graphic, Packaging, & Brand Designer

2000 - 2016

- CPG (Consumer Packaged Goods) Graphic Design
- Marketing collateral (digital and printed)
- Logotypes
- Corporate Identity
- Photo retouching
- Pre and post-production.

CLIENTS: Pepsi, Frito-Lay, Energizer, Schick, Quaker, Purina, Procter & Gamble, Oscar Mayer, Nestle, Nabisco, Del Monte, Bimbo, Frozen Foods among others.

## **Education**

### **CAV**

Bachelor's degree in Graphic Design

Rather than reading about my graphic designer capabilities, I invite you to access my portfolio: [www.wizartinc.com](http://www.wizartinc.com) which features the outcomes of my work. I'm confident that upon review, you will recognize that my capacities and knowledge will be aligned with any organizational needs and expectations.