

MARCOS MORENO

CONTACT

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marcosmoreno.design

EXPERIENCE

STAK AGENCY | ART DIRECTOR / ILLUSTRATOR

NOVEMBER 2021 - PRESENT

Lead visual direction across digital, social, paid, and email marketing campaigns.
Collaborated with cross-functional teams to create compelling visuals that engage and convert.
Designed brand identity and explored creative visual directions for client presentations.
Created market-competitive colorways, patterns, and apparel graphics that align with current trends.

PETCO | SENIOR DESIGNER

NOVEMBER 2017 - OCTOBER 2021

Designed strategic emails for integrated marketing campaigns, enhancing brand engagement.
Partnered with web and social teams to create measurable, results-driven design solutions.
Designed logos and assisted in branding for various projects and community building groups.

HUMAN GRP | GRAPHIC DESIGNER / ILLUSTRATOR

APRIL 2016 - NOVEMBER 2017

Worked directly with the Creative Director to develop impactful branding, digital, and print marketing materials.
Produced pitch decks and sales materials, balancing creativity with business objectives.

DYE PRECISION / PRO-TEC | GRAPHIC DESIGNER / ILLUSTRATOR

APRIL 2013 - JANUARY 2016

Developed print ads, digital campaigns, and branding assets for Dye Paintball and Pro-Tec.
Collaborated with international teams to oversee product development and ensure cohesive brand execution.
Assisted product designers with colorway selections, patterns, and illustrations for product graphics.

EDUCATION

ART INSTITUTE OF CALIFORNIA | BACHELOR OF SCIENCE IN GRAPHIC DESIGNER

OCTOBER 2006 - DECEMBER 2010

SKILLS / TOOLS

CREATIVE

Collaboration
Critical Thinking
Problem Solving
Direction

DESIGN

Branding
Layout
Typography
Image Retouching
Illustration

MEDIUMS

Digital
Print
Product
Packaging
Trade-show

SOFTWARE

Adobe Suite
Photoshop
Illustrator
InDesign
Procreate
Keynote
Figma
ChatGPT