

MARCOS MORENO

CONTACT

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EXPERIENCE

STAK AGENCY | SENIOR DESIGNER (ART DIRECTOR)

NOV 2021 - PRESENT

- Led visual and art direction across multi-channel campaigns, improving consistency and engagement
- Delivered high-performing marketing assets for e-commerce/DTC brands, optimizing for conversion
- Partnered with social, marketing, and web teams to deliver cohesive brand experiences
- Developed brand identities, visual systems, and campaign concepts for client presentations and launches
- Created production-ready assets for digital and print, ensuring quality and scalability across platforms

PETCO | SENIOR DESIGNER

NOV 2017 - OCT 2021

- Delivered integrated email marketing campaigns that increased customer engagement and retention
- Partnered with web, social, and marketing teams to execute cohesive multi-channel campaigns
- Developed branding, logos, and visual assets for internal initiatives and community programs
- Contributed to data-informed design decisions, aligning creative with business goals

HUMAN GRP | GRAPHIC DESIGNER / ILLUSTRATOR

APL 2016 - NOV 2017

- Developed branding, digital, and print marketing materials aligned with client business objectives
- Created pitch decks and sales presentations that supported new business and client acquisition
- Collaborated closely with Creative Director to execute campaign concepts and visual storytelling

DYE PRECISION / PRO-TEC | GRAPHIC DESIGNER

APL 2013 - JAN 2016

- Designed marketing campaigns, print ads, and digital assets for global action sports brands
- Collaborated with international teams to ensure consistent brand execution across markets
- Supported product design with colorways, patterns, and graphics for retail-ready products
- Contributed to product development and packaging design, aligning with brand strategy

EDUCATION

ART INSTITUTE OF CALIFORNIA | BACHELOR OF SCIENCE IN GRAPHIC DESIGN

OCT 2006 - DEC 2010

SKILLS / TOOLS

TOOLS

Photoshop
Illustrator
InDesign
Figma
Procreate
Keynote

SKILLS

Brand Identity & Visual Systems
Campaign & Marketing Design
Digital & Print Design
Typography & Layout
Illustration
Image Retouching

ADDITIONAL

Cross-functional Collaboration
Creative Direction
Problem Solving & Concept Development
AI-Assisted Design Workflows
(ChatGPT, Gemini)