



## Joan Garcia

Graphic Designer | Web Designer  
Art Director

### Contact

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### Skills

Creativity and Innovation, Problem-Solving Skills, Communication Skills, Collaboration, Continuous Learning, Art Direction, Illustration, Brand Identity Design, Web Design, Motion Graphics, SCRUM Master, UX/UI

### Tools

**Adobe CS:** Photoshop, InDesign, Illustrator, Premiere, After Effects, Audition; **CMS:** WordPress, Sitefinity, HubSpot, Salesforce; **Microsoft Office Suite:** PowerPoint, Word; **Project Management:** Asana, Trello; **Web:** CSS, HTML; **UX/UI:** Sketch, Figma

### Awards

**APTA Ad Wheel Awards**  
(American Public Transportation Assoc.)  
**2020** Best Comprehensive Campaign  
**2018** Best Marketing Campaign  
**2017** Best Comprehensive Campaign  
Best Direct Mail  
Best Marketing Educational Campaign  
**2016** Best Advertisement/Promotion  
**2015** Best Advertisement/Promotion  
Best Direct Mail  
**2014** Best Direct Mail  
**2013** Best Direct Mail

## Experience

### Graphic Designer | CU Anschutz Health and Wellness Center | 2023-2024

- Spearheaded the development of visual elements to maintain the CU Anschutz Health and Wellness Center's distinct brand identity, encompassing a wide array of design materials such as research projects, email advertising, digital media, website updates, and promotional items.
- Conceptualized and implemented a dynamic digital newsletter utilizing Salesforce, reaching the entire campus community with a commendable 35% average open rate.
- Streamlined accessibility and engagement by migrating the newsletter archive from Sitefinity to the Health and Wellness Center's newsroom in HubSpot, enhancing user experience and content accessibility.

### Graphic/Web Designer | Regional Transportation District | 2010-2020

- Directed the creative direction and execution of digital advertising campaigns, email communications, newsletters, banner ads, and website graphics for the Regional Transportation District (RTD), supporting major initiatives including service launches and extensions.
- Led a design team in the development of comprehensive advertising materials for high-impact projects such as the EF&R Rail Extension and the Flatiron Flyer bus fleet, resulting in a notable 45% increase in ridership post-launch.
- Drove branding efforts and garnered national recognition for the innovative design of the Free MallRide bus fleet, prominently featured in televised spots and manufacturer advertisements.

### Art Director | The Windfire Group/Horse Connection Magazine | 2009-2010

- Orchestrated the visual identity and branding initiatives for a diverse portfolio of clients, overseeing the creation of print and digital advertising materials, direct mail campaigns, animated banners, web design, and branding collateral.
- Implemented a significant redesign of Horse Connection Magazine, modernizing its aesthetic and enhancing publication quality standards, resulting in heightened reader engagement and acclaim.
- Strategically developed branding assets for Crooked Willow, the Venue, leading to a substantial 30% increase in bookings through targeted advertising and collateral enhancements.

## Education

AAS Degree in Graphic Design, Community College of Denver  
BFA Degree in Fine Arts, University of Colorado, Denver

## Certificates

UX/UI Certificate, Boulder Digital Arts  
Certified SCRUM Master, cprime

