

# Rafael Labrador

Graphic Designer

## CONTACT

### Phone

571-251-9715

### Email

mesdesignz@gmail.com

### Portfolio

www.m-designz.net

### LinkedIn.com

/in/rafael-labrador-24002072

## EDUCATION

### The Art Institute of Pittsburgh

03/2011 - 08/2013

- GPA 3.53

- Diploma Digital Graphic Design

## CAREER HIGHLIGHTS

- Designed the logo and magazine spread for the NY-based TV show "Young Disciple" feature on PureFlix.Com.

- Developed the idea for and designed the organization coin for the Army MWR Director Stuttgart, Mr. Johnson, and the Command coin for the Commander US Army Stuttgart, COL Dickenson.

- Produced the expert publications At-a-Glance (10/2015 - 1/2016) and created The Insider from February 2016 to September 2016.

- Led full rebranding initiative for USAG Stuttgart ACS in the Creation of flyer, leaflet and brochure templates, Design of promotional posters, Development of branded slideshow decks, Refresh of digital marquees with updated templates, Introduction of display banners integrating new branding

## EXPERTISE

Highly skilled in marketing materials to full publication design, I bring mastery in layout, typography, and visual presentation for print projects. My portfolio demonstrates skills in flyers, brochures, magazines, book covers, packaging, website design and more.

A creative and results-driven graphic design leader leveraging 14 years expertise across visual mediums. Proven ability to elevate brand value through innovative graphics, video production, and compelling photography. My client-centered design solutions have delivered 35% average conversion lifts and exceeded revenue growth KPIs for eCommerce brands. Lauded for surpassing expectations, I harness skills in Adobe Creative Cloud, art direction, print production, and nimble agency leadership fostering a very high-performance.

## EXPERIENCE

### Freelance Graphic Designer 03/2010 - Present

*M-DESIGNZ LLC, Texas, Japan, & Germany*

- Founded and lead an agile creative agency providing strategic visual communication solutions for forward-thinking brands across digital, print, and multimedia channels.
- Drive business growth for eCommerce companies through compelling graphics, product photography, and promotional videos - increasing conversion rates by an average of 35%.
- Delivered over 250 impactful graphic design projects spanning logos, magazine layouts, album covers, website interfaces, mobile applications, marketing materials and more.
- Craft visually engaging, on-brand webpage layouts for clients that align with targeted messaging, improve site navigation through intuitive IA, and enhance UX - resulting in 22% higher engagement rates.

### Graphic Arts Designer 04/2015 - 08/2016

*US Army, Family & MWR, Stuttgart, Germany*

- Led creative team of 3 designers as Head of Visual Communications for premier government facility, guiding major branding and design initiatives.
- Produced innovative digital graphics and print collateral for internal and public facing communications using Adobe Creative Cloud applications incl. Photoshop, Illustrator and InDesign.
- Drove full redesign of widely-distributed biweekly newspaper "The Insider," reducing production costs by \$3,000 per month and expanding readership 600% from 1,600 to 8,000.
- Consistently recognized as top talent during annual reviews for creative leadership and commitment to excellence. Received continual praise from clients, peers and leadership for delivering visually impactful materials that met key organizational objectives.

### Freelance Graphic Designer & Videographer 09/2013 - 12/2018

*USAG Stuttgart, Germany and USAG Camp Zama, Japan*

- Oversaw design direction for large-scale national campaign initiatives and produced graphics for international events drawing global attendance.
- Developed logos and branding collateral for premier events including AFRICOM Olympics and U.S. Army Birthday Ball, setting visual identity for high-visibility programs.
- Contributed over 210 hours of pro bono graphic design work resulting in \$21K in cost savings for U.S. Army Garrison Stuttgart and U.S. Army Garrison Camp Zama (Japan) by providing services at no charge as voluntary creative support.
- Developed comprehensive rebranding of USAG Stuttgart Army Community Service (ACS) visual identity across all print and digital marketing assets including: flyers, brochures, posters, presentation decks, digital displays, and event banners.