

ALBERT IM

imalbert90@gmail.com

714-686-2338

imalbert.com

A dynamic and innovation-focused creative lead with over seven years of experience in graphic design, blending creativity and leadership to deliver exceptional visual solutions. Adept at managing large-scale projects, guiding cross-functional teams, and driving design excellence from concept through execution. Known for a keen eye for detail, a dedication to brand consistency, and an ability to adapt to evolving trends and technologies, including AI-enhanced design tools. Proven track record in enhancing corporate identity, fostering collaboration, and achieving impactful, results-driven creative outcomes.

HIGHLIGHTS

- › Led artistic direction for multi-channel brand activations and large-scale campaigns, ensuring seamless alignment across teams and delivering projects on time and within budget.
- › Played a key role in the 2020 brand refresh, developing visual direction that elevated brand aesthetics and reinforced brand consistency across all touchpoints.
- › Spearheaded the Global Innovation Center's environmental graphics in 2022, delivering visually impactful designs that enhance and reinforce the company's brand presence.

CORE COMPETENCIES

- › Concept Development & Art Direction
- › Brand Identity & Visual Strategy
- › Creative Leadership & Team Management
- › Cross-functional Collaboration
- › Photography & Motion Graphics
- › Typography & Layout Design
- › Environmental Design & Signage
- › Web Design & Prototyping
- › Creative Tools & Technologies (AI, Adobe Suite)
- › Client & Stakeholder Communication
- › Project & Workflow Management

TECHNICAL SKILLS

- › Adobe CS: Photoshop, Illustrator, InDesign, After Effects, XD, Lightroom
- › Canva
- › Web Design: Basic knowledge/understanding of HTML/CSS, Magento
- › Email Design: Zeta
- › Proofing: ProofHQ, Ziflow
- › AI-enhanced Design with Adobe Firefly
- › Project Management with Asana
- › DAM (Digital Asset Management)
- › Presentation Tools: Keynote, Microsoft Powerpoint

EDUCATION

DIGITAL MEDIA ARTS CERTIFICATION
Irvine Valley College, 2018

BACHELOR OF SCIENCE IN BIOLOGY
UC Irvine, 2013

EXPERIENCE

LEAD GRAPHIC DESIGNER | 5.11, Inc.

Jul 2019 - Present (promoted to current role Oct 2022)

- › **Creative Leadership & Strategy:** Provides strategic art direction for a variety of projects, including brand activations, global campaigns, and internal initiatives. Leads the design team in conceptualizing and executing innovative creative solutions that align with brand objectives and resonate with target audiences.
- › **Design Execution & Cross-functional Collaboration:** Collaborates closely with cross-functional teams (marketing, product, and leadership) to understand project requirements and oversee the production process, from photography curation and conceptual mockups to final execution, ensuring high-quality deliverables that meet both creative vision and business goals.
- › **Brand Consistency & Visual Guidelines:** Develops and maintains brand guidelines, visual assets, and templates that ensure brand consistency and integrity across all design deliverables and streamline production processes.
- › **Client Interaction & Feedback:** Manages relationships with key stakeholders to gather design feedback and ensure creative concepts align with expectations.
- › **Team Development & Mentorship:** Guides and mentors junior designers, providing constructive feedback and ensuring alignment on creative direction. Fosters a collaborative team environment to enhance creative output and trust.

FREELANCE GRAPHIC DESIGNER | Creative Circle

Mar 2019 - Jun 2019

- › Initially brought on as a Junior Graphic Designer and Production Artist at 5.11, Inc., where I played a key role in supporting the design team by producing high-quality visual assets for print and digital media. Successfully transitioned to a full-time in-house designer due to demonstrated design expertise, strong work ethic, and a proven ability to meet deadlines and maintain brand consistency.

GRAPHIC DESIGNER | USWM, Inc.

Jun 2017 - Aug 2018

- › **Conceptualized and Executed Print Collateral:** Led the design and production of high-quality print materials, including catalogs, signage, and advertisements, ensuring visually compelling and brand-consistent content across all marketing platforms.
- › **Web Design & Maintenance:** Designed, developed, and managed the company website, enhancing user experience and functionality while maintaining visual coherence with the brand's identity.
- › **Product Photography & Retouching:** Captured and edited high-resolution product images for use in both the company's website and catalog, ensuring images were visually appealing, on-brand, and optimized for digital and print formats.