

ALBERT IM

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Los Angeles, CA

Seeking a challenging position where I can apply my creative leadership and design expertise to drive impactful work, while continuing to grow alongside a brand I am passionate about.

HIGHLIGHTS

- › Creative Lead with 8+ years of experience in graphic design, blending innovation and leadership to deliver impactful visual solutions.
- › Adept at managing large-scale/multi-channel projects, guiding and fostering collaboration, and ensuring design excellence from concept to execution.
- › Proven ability to elevate corporate identity, maintaining brand consistency while adapting to emerging trends and AI-driven design tools.

CORE COMPETENCIES

- › Concept Development & Art Direction
- › Brand Identity & Visual Strategy
- › Creative Leadership & Team Management
- › Environmental Design & Signage
- › Marketing Strategy
- › Client & Stakeholder Communication
- › Project & Workflow Management

TECHNICAL SKILLS

- › Adobe CS/Canva
- › Typography & Layout Design
- › Photography & Motion Graphics
- › Digital platform (web/social/email) design and prototyping
- › AI-enhanced Design with Adobe Firefly
- › DAM (Digital Asset Management) with Widen
- › Proofing with ProofHQ & Ziflow
- › Project Management with Asana
- › Presentations with 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 Standards:** Helped lead a brand refresh; develops and maintains brand standards, 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 build briefs upstream and gather design feedback downstream to 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.