

George L. Tapia

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2025 Award-winning Senior Graphic Designer

Dynamic Senior Designer with over 16 years of experience in both digital and print design, currently leading design initiatives in the healthcare sector. Skilled in creative direction, UX/UI design, web development, and digital marketing, with a proven ability to craft impactful, user-centered solutions. Focused on refining systems that leverage generative AI to streamline design workflows and enhance production efficiency. Driven by a passion for brand development and a deep interest in emerging technologies such as AI, Web3, and blockchain technology — continually evolving to tackle complex design challenges.

SKILLS

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - After Effects
 - Premier
- Adobe XD
- Digital & Email Marketing
- Figma
- HTML5 & CSS3
- Microsoft Office
- Project Management
- UI / UX Design
- Visual Studio

EDUCATION

UX Design Professional Certificate

Google 2024

Adobe Graphic Designer Professional Certificate

Adobe 2025

Digital Marketing Certification

General Assembly 2014

Communication Arts Associate in Art Degree

Pasadena City College 2006

EXPERIENCE

Senior Graphic Designer

Regal Medical Group - Mar. 2021 - Present

- **Mentoring and guiding** a small team of designers, ensuring seamless collaboration and timely project delivery.
- **Managing marketing efforts** for the company and affiliates, consistently meeting project deadlines and staying within budget.
- **Producing a wide range of marketing materials**, including retention/acquisition pieces, flyers, collateral, newsletters, signage, postcards, packaging, email campaigns, and more.
- **Maintaining brand consistency** while ensuring a dynamic and fresh aesthetic within style guidelines.
- **Overseeing design execution and file management**, ensuring quality control of both in-house designs and external materials.
- **Creating print and digital assets** for large-scale marketing campaigns, optimizing for both online and offline channels.
- **Collaborating with internal and external teams**, providing creative and design solutions for optimal marketing impact.

Creative Director / Lead Designer

ModernCreature - Oct. 2013 - Present

- **Designed and developed custom marketing campaigns**, aligning strategies with client goals for impactful results.
- **Created logos, websites, emails, and display ads** for diverse clients across multiple industries.
- **Produced comprehensive branding materials** for both print and digital platforms.
- **Maintained and updated client websites and social media** assets, ensuring consistency and engagement.
- **Managed multiple projects simultaneously**, delivering high-quality results on time and within budget.
- **Secured client business through personable service** and innovative problem-solving.

Senior Graphic Designer

New Chef Fashion, Inc - Nov. 2019 - March 2021

- **Led design projects from concept to delivery**, ensuring seamless execution.
- **Developed print and digital marketing content**, aligning visuals with brand strategy.
- **Elevated design and maintained brand consistency** across all materials and channels.
- **Prepared artwork for garment embellishments** (embroidery, screen printing, direct-to-garment).
- **Managed photography shoots**, delivering high-quality images.
- **Curated and retouched photos** for polished final outputs.
- **Conceptualized ad ideas** to effectively promote hundreds of products and services.