

# George L. Tapia

**Hello@GeorgeTapia.com**

**(818) 714-1031**

## 2025 Award-winning Senior Graphic Designer

with over 16 years of design experience in both digital and print, I'm currently leading marketing initiatives in the healthcare industry. Skilled in UX/UI, motion design, and video production to craft impactful, user-centered solutions. Recently refining, managing, and optimizing systems that leverage generative AI to streamline design workflows and enhance production efficiency. Driven by a passion for brand development and continuous education in emerging technologies.

## SKILLS

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

## EDUCATION

### UX Design Professional Certificate

*Google* - 2025

### 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 dynamic range of marketing materials**, including video ads, flyers, billboards, postcard mailers, email campaigns, interactive social posts, website and landing page design.
- **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.
- **Designed effective ads** promoting products and services.