

CARLOS OZUNA

GRAPHIC DESIGN | WORDPRESS DESIGNER | EMAIL MARKETING

Professional Summary

Multilingual Graphic Design & Web Development professional with 20+ years of experience creating impactful branding solutions and managing digital ecosystems. Expertise spans printing, graphic design, digital design, WordPress development, and cross-platform marketing campaigns.

PROVEN TRACK RECORD IN:

- Creating screen print files and preparing them for various printing technologies (DTF, large-format plotters, vinyl cutters).
- Developing multichannel marketing strategies (social media, email marketing via Mailchimp/Constant Contact, digital signage).
- Brand identity development for consumer products, global sports apparel, and consumer goods.
- Full-stack web design with SEO optimization and CMS management.
- Team leadership and cross-departmental project execution.
- Designing generic graphics for collections and drafting sketches for client approvals.
- Assigning reference numbers and preparing graphics for submission to licensing partners.
- Completing all responsibilities efficiently and maintaining equipment to ensure production readiness.

Core Competencies

- **Design Software:** Adobe Creative Cloud (InDesign, Photoshop, Illustrator, After Effects), QuarkXPress, CorelDRAW.
- **Web Development:** WordPress/CMS, HTML5/CSS3, Shopify, cPanel, Domain Administration, Web Hosting Admin.
- **Marketing Tech:** Google Analytics, Mailgun, Constant Contact, Mailchimp, Google Workspace Administration.
- **Production:** Offset/digital printing workflows, packaging design, large-format production.
- **Languages:** English, Spanish, French.

Professional Experience

Sannico Sports | Montreal Graphic Design / Web Design | Nov 2023 – Nov 2025

- **BRAND IDENTITY DEVELOPMENT:** Spearheaded full rebranding initiative for Primo Sports, creating cohesive visual identity across 15+ product lines including footwear, apparel (jerseys, pants, goalkeeper gloves), and equipment (soccer balls). Designed packaging systems for all product categories.
- **WEB ECOSYSTEM MANAGEMENT:** Administered 8+ WordPress sites for company and school soccer clubs with 98% uptime. Implemented SEO-optimized content strategies and CMS workflows for multi-site management.
- **OPERATIONS EFFICIENCY:** Designed automated barcode system reducing SKU management time by 40% through centralized database integration.
- **DIGITAL SIGNAGE INNOVATION:** Created dynamic content (stills/videos) using After Effects templates for retail locations, enabling real-time updates via cloud-based distribution.
- **CLIENT COLLABORATION:** Developed interactive website mockups and digital prototypes for client presentations, resulting in 30% faster approval cycles.

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LB Graph-X & Printing | Long Island, NY **Remote Senior Graphic Design | Present**

- Partnered with the Production Manager to lead creative projects from concept to completion, delivering solutions including banners, business cards, brochures, posters, packaging, and vehicle wraps.
- Collaborated closely with clients via video calls and detailed documentation to ensure projects aligned with strategic goals.
- Prioritized meticulous layout design, color accuracy, and print-ready files to guarantee flawless production outcomes.
- Spearheaded email marketing campaigns that boosted brand visibility and engagement, directly supporting the company's sales strategy through visual storytelling.

Voxus Communications | Clifton, NJ **Brand-Art Director / Marketing | 2011 – 2015**

- Led a design team in creating comprehensive branding solutions and marketing collateral, including calling cards, posters, postcards, stickers, banners, signage, and digital marketing assets.
- Developed multichannel campaigns spanning TV commercials, internet radio, and social media platforms (Facebook, Instagram), ensuring cohesive brand messaging across all mediums.
- Collaborated directly with clients and distributors to refine designs, secure approvals, and oversee seamless production workflows for timely delivery.

Millennium Telecard | Clifton, NJ **Art Director / Marketing / Production | 2006 – 2011**

- Led a team of two designers to deliver branding campaigns and marketing materials, ensuring products were printed on time and at the highest quality.
- Oversaw strict quality control, including triple-checking unique PIN and DID codes on calling cards to guarantee functionality and client trust.
- Managed full scope of production workflows, coordinating with printing vendors to maintain efficiency.
- Developed TV and internet radio commercials and crafted social media content.
- Maintained in-house Sharp MX series printers, handling routine maintenance and troubleshooting.
- Provided technical support for company Apple computers (software installation, hardware upgrades) and managed the website using Google Analytics to track performance.

Rubie's Costume | Jamaica, NY **Packaging Designer | 2005 – 2006**

- Conceptualized and executed packaging designs for a wide range of cosmetic and costume products (makeup, wigs, masks, hats, prosthetics, accessories).
- Ensured strict adherence to brand guidelines and industry regulations while collaborating with cross-functional teams.
- Balanced aesthetic appeal, functionality, and compliance to elevate brand identity while meeting safety and production standards.

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Allstate Printing | Clifton, NJ

Art Director / Lead Design | 2002 – 2005

- Led a team of five designers, fostering creativity while maintaining company standards for design quality.
- Provided hands-on guidance and creative direction for projects ranging from posters and phone cards to folders and large-format materials.
- Collaborated directly with clients to align designs with their vision and oversaw daily operations of the design department to optimize workflow efficiency.

Lino Press | New York, NY

Senior Graphic Designer | 1999 – 2002

- Designed promotional items, flyers, posters, brochures, large format banners, and restaurant menus.
- Managed file outputting, direct-to-plate processes, and Xerox DocuColor digital printing.
- Executed design specifically for offset and digital printing workflows.

Marquillas Tejidas Dominicanas | Santo Domingo, Dominican Republic

Graphic Designer | 1995 – 1998

- Led a creative team in the graphic art department, designing high-quality woven labels and tags for iconic brands including Levi's, Liz Claiborne, Gap, and Dockers.
- Ensured every design met strict brand guidelines and quality benchmarks, balancing aesthetic precision with production efficiency.

Listin Diario Newspaper | Santo Domingo, Dominican Republic

Graphic Designer | 1993 – 1995

- Conceptualized and executed dynamic front-page layouts for the sports section, balancing editorial standards with engaging visual storytelling.

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