

Elvin Garcia

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Los Angeles, California

Education

UI/UX Design Career Track
Springboard
Los Angeles, CA
2021
700+ hour, mentor-led UX Design Intensive. Includes a Capstone Project and an Industry Design placement.
Advertising - B.F.A.
School of Visual Art
New York, NY

Skills & Tools

Strong Knowledge of:
Design Leadership
User Experience Design
Generative AI
Design Systems
UI Design
Interaction Design
Prototyping
Figma
InDesign
Illustrator
Photoshop
Stakeholder Management
Web Design
Design Operations
Cross-functional Collaboration
Brand Design
Design QA / Quality Assurance
AI Agents
Prompt Engineering

Summary

Design Lead specializing in design systems and AI powered production at scale. I take existing systems and make them actually hold up under real volume, real stakeholders, and real deadlines, most recently leading design across seven Microsoft brands through Tenarai, with Azure as the largest and most visible property I owned. Built the icon system that fixed a production blocker on Microsoft AI and was later adopted company wide, and shaped the mapping logic behind an AI production workflow with my team, cutting first draft time from three days to three hours.

Experience

Senior Design Lead, Experience Design | Tenarai February 2024 - September 2026

- Led two of CRUX's four site groups, managing a core team of three to four designers and roughly ten designers total over the role, several of whom were promoted into lead positions on other teams.
- Owned design across seven Microsoft brands, Azure, AI, SDC, Marketplace, Industry, Healthcare, Education, running the same operating model of wireframe templates, brand kits, and stakeholder engagement across all eleven, with Azure as the highest volume and most visible property.
- Served as main designer on Azure.com, working with Microsoft's site manager and Product Marketing team on monthly updates, and presented design direction directly to Microsoft's Director of Business Applications web marketing, who runs the company's entire UX department.
- Took over a stalled Azure site audit, reviewed every PDP and Solution page for design gaps, and presented findings that won the team ownership of the brand, holding design QA issues under 10 percent and Microsoft CSAT above 4 for the year.
- Diagnosed a structural icon failure breaking page publishing on the Microsoft AI brand and built an icon DAM to fix it, a system that was later adopted across all Microsoft brands globally, not just the ones under direct management.
- Built the mapping logic behind an AI production workflow, Gradiual, with my team, cutting first draft time from three days to three hours and shipping 400 plus pages in eight months, while cutting the number of steps required from planning to publish by 31 percent.

Senior Designer | Paramount+ July 2023 - February 2024

- Designed digital assets for shows across Paramount+ and its global streaming partners, keeping the brand consistent from title to title at the pace a streaming catalog demands.
- Built and maintained the asset pipeline so every deliverable met each platform's brand and output specs.

Digital Designer | GoPro April 2021 - December 2022

- Designed content modules for GoPro.com and managed one designer, working from wireframes and prototypes alongside the UX team and creative leads.
- Helped launch Shop by Activity, a feature letting customers find gear by what they do instead of sorting through specs, and built responsive layouts across breakpoints that cut the team's workflow time by more than 50 percent.

UX Designer | OpenSponsorship March 2021 - April 2021

- Collaborated with the CEO to enhance the onboarding process and overall experience for new athlete registrations, successfully reducing onboarding time from just over 10 minutes to under 5 minutes.
- Conducted research and developed wireframes and prototypes to make informed design decisions and streamline user interactions.
- Utilized usability testing to validate design solutions, integrating user feedback to create visually appealing and user-friendly onboarding designs.

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Experience

Senior Graphic Production Designer | IMAX Corp.

October 2019 - October 2020

- Created a variety of marketing collateral, encompassing digital, print, motion, OOH, and environmental materials, as well as digital assets for social media, web banners, eBlasts, and newsletters, all while maintaining the global Brand department's consistency.
- Designed mock-ups and concepts based on creative briefs, group brainstorming, and key art from entertainment studios.
- Conducted quality assurance checks to ensure alignment with the IMAX brand's look and feel.

Senior Graphic Production Designer | Apple

August 2019 - September 2019

- Worked as a key member of the Middle East team, contributing to the successful global launch of new Apple products.
- Created print-ready and pixel-perfect digital production files, ensuring seamless execution in the Middle East market.
- Collaborated with cross-functional teams to deliver high-quality materials while adhering to Apple's brand guidelines and industry standards.

Lead Designer | Bolds Creative

September 2016 - August 2018

- Managed a team of three responsible for display design across 250 standalone Kiehl's retail stores worldwide, with new campaigns rolling out monthly.
- Built a detailed handoff checklist between design and print production that doubled as the install verification list for in store teams, then trained a replacement into the team lead role before moving on.
- Personally supervised installations at Kiehl's flagship New York City stores.

Graphic Designer | Catch New York

June 2013 - December 2015

- Collaborated with Creative and Art Directors to design engaging advertisements, aligning with the brand's vision and messaging.
- Developed sales print collateral materials, such as brochures, flyers, and ads, to support marketing initiatives.
- Conducted art and photo searches, preparing necessary materials for both print and web use while ensuring optimal quality and visual appeal.