

Elvin Garcia

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Los Angeles, California

Summary

Design lead across digital and UX design. I build the systems and pipelines that let brand work ship fast without losing craft. Turning brand guidelines and creative direction into templates, modular frameworks, and asset pipelines that scale across channels and markets. Currently leading UX and design across eleven Microsoft brands; before that, high-volume promotional design for Paramount+ and its global streaming partners. Equally comfortable as the hands-on designer and as the person mentoring the team and holding the quality bar.

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

Experience

Senior Design Lead, Experience Design | Tenarai February 2024 - Present

- Lead two of the four site groups in CRUX (Creative UX), the team handling all of Microsoft's UX, design and production — me and three offshore designers.
- The team owns design across eleven Microsoft brands — Azure, AI, Fabric, Dynamics, Marketplace, Industry, Microsoft for Education, Sustainability, Health Solutions, Business Apps, and SDC — with Azure.com the highest-volume and most visible.
- Main designer on the Azure.com homepage. Work with a PM and a Microsoft site manager to ship monthly content and design updates to the page.
- Design and ship pages with Gradial, an AI design tool — 400+ in eight months (Sept 2025–April 2026).
- Stepped in on the stalled Azure site audit (Feb 2025): reviewed every PDP and Solution page for design gaps, presented the findings to Microsoft leadership, and drove it to completion under deadline — earning client praise and winning the team ownership of the brand.
- Held design QA issues under 10% and kept Microsoft CSAT above 4 across the year, with most work clearing stakeholder review in one to two rounds.

Production 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.
- Turned creative briefs and show key art into on-brand promotional assets at the pace a streaming catalog demands.
- Built and maintained the asset pipeline so everything met each platform's brand and output specs.

Digital Designer | GoPro April 2021 - December 2022

- Designed content modules for GoPro.com, working from wireframes and prototypes alongside the UX team and creative leads.
- Helped launch GoPro's "Shop by Activity" feature — a way for customers to find gear by what they do (surf, ski, bike) instead of sorting through specs.
- Built responsive layouts across breakpoints and introduced processes that cut the team's workflow time by more than 50%.

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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Design Operations
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Brand Design
Design QA / Quality Assurance
AI Agents
Prompt Engineering

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

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 and mentored the Visual Merchandising Design team, fostering talent growth and collaboration.
- Conceptualized and executed captivating window and in-store displays across all Kiehl's locations, enhancing the customer experience.
- Developed, quality-checked, and released production files while overseeing in-store installation of new merchandising campaigns.
- Ensured mechanical files adhered to brand guidelines and vendor specifications, maintaining consistency and high standards.

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.