

LESLEY GARCIA

GRAPHIC DESIGNER

Chicago, IL | lesleygarcia03@gmail.com | lesleygarciadesign.com

SUMMARY

Graphic & Product Designer with 4+ years of experience in consumer products, branding, packaging, motion graphics, and digital marketing assets. Skilled in Adobe Creative Suite, product development, trend research, textile print design, and cross-functional collaboration for retail and consumer brands.

PROFESSIONAL SKILLS

Product Design, Graphic Design, Fashion Design, Illustration, Trend Research, Print & Pattern Making, Social Media Management, Branding

SOFTWARE/TOOLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Microsoft Office, Procreate, Asana, Trello, Figma, Miro, MailChimp

PROFESSIONAL EXPERIENCE

Claire's

Senior Associate Designer

Associate Product Designer

Assistant Product Designer

Hoffman Estates, IL

Oct 2025 - Mar 2026

Apr 2024 - Sep 2025

Sep 2021 - Mar 2024

- Led design and development of consumer products including bags, fashion accessories, stationery, and drinkware from concept through production.
- Translated trend research and competitive analysis into commercially aligned product and graphic designs.
- Collaborated with merchandising, product development teams, and global vendors to ensure timely execution across seasonal product cycles.
- Developed graphics, textile prints, and branded visual assets across multiple product categories.
- Created and managed tech packs, line sheets, and sample revisions throughout development stages.
- Mentored junior designers and supported design execution across multiple projects simultaneously.

Freelance Graphic Designer

Aug 2019 - Present

- Designed the logo, UI assets, menus, gameplay interface, and Steam store graphics for the indie game Wave Chess, creating a cohesive visual identity and user experience.
- Designed branding systems, merchandise graphics, and illustrations for clients across retail, education, and finance industries.
- Created packaging concepts and visual assets for a fragrance brand.
- Produced motion graphics and digital content for AR and interactive platforms related to Mariah: Acts of Resistance.
- Developed marketing and promotional materials optimized for digital and social media campaigns.

WNDR Museum

Animator / Design Intern

Feb 2019 - Jun 2019

- Created motion graphics, digital assets, and branded content supporting exhibit storytelling and audience engagement.
- Designed retail merchandise concepts and visual mockups aligned with exhibit branding.
- Collaborated with creative teams to translate exhibition concepts into engaging visual experiences for digital and social platforms.

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VOLUNTEER EXPERIENCE

Indie City Games

Board Director - Communications

Social Media Content Creator

Chicago, IL

July 2026 - Present

May 2026 - July 2026

- Designed and produced digital graphics and motion graphics for Indie City Game's social media platforms to support brand engagement and online presence.
- Create visually engaging branded content tailored for multiple platforms and audiences.
- Maintain visual consistency across marketing materials, animation assets, and social campaigns.

PROJECTS

That Time I Got Trapped In An Office Dungeon

Project Manager & Artist

Oct 2024 - Present

- Designed and implemented UI elements, including the logo, end credits, and button controls.
- Designed and modeled a 3D character, including concept art, character modeling, and direction on texturing for final in-game integration.
- Illustrated various 2D decals, contributing to the game's storytelling and environment.
- Managed project milestones, meeting agendas, and production planning to support development timelines.
- Create visually engaging branded content tailored for multiple platforms and audiences.
- Game was featured on the front page at GX.games, with over 100,000 plays.

EDUCATION

DePaul University

Bachelor of Fine Arts in Graphic Design,

Minor in Animation, Minor in Game Design

2020

AWARDS/ RECONITION

- Featured on GX.games, Tiny Teams Showcase, and Debut Festival for "That Time I Got Trapped In An Office Dungeon".
- Featured in Society of Typographic Arts 100 for "Mariah: Acts of Resistance".
- Work highlighted by The Washington Post, Hyperallergic, and Slanted Publishers for "Mariah: Acts of Resistance".
- Exhibited in A Tribe Called Chicago and Beautiful Souls Coffin Art Show.

ADDITIONAL INFORMATION

Languages: English, Spanish