

DAVID GARCIA | Design & Art Direction

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SUMMARY

Design leader with 16 years of experience, currently serving as Design Lead at Bleacher Report. I define design vision and build scalable systems that support bold, differentiated work, grounded in experimentation and multiple perspectives across brand, product, social, broadcast, and experiential platforms. I collaborate closely with partners and teams at all levels to embed design into strategy, execution, and long-term growth.

WORK EXPERIENCE

Independent Art Director & Designer 2011 - Present

- Lead end-to-end brand and experience design engagements, setting creative vision and overseeing execution across identity, digital, and physical environments.
- Defined and built the complete brand system for Axisspace, spanning visual identity, website, and digital presence, and directed environmental design across an 18,000-square-foot, four-floor coworking space featuring art installations and environmental graphics.
- Established brand direction and scalable design systems for Kinfolk, creating flexible frameworks that extend the brand's narrative across touchpoints and evolve through ongoing project work.

Bleacher Report (WBD Sports / TNT Sports) • 2022 - Present *Design Lead*

- Define and evolve the creative vision for Bleacher Report across brand, product, social, broadcast, and experiential platforms, ensuring cohesive and differentiated expression at scale.
- Build and scale modular design systems, templates, and asset libraries that enable teams to deliver high-quality work while preserving originality and brand integrity.
- Champion experimentation and diverse perspectives, fostering a collaborative design culture that drives distinctive creative outcomes.
- Collaborate closely with cross-functional partners and mentor designers across levels to translate strategy into clear, effective, and scalable design solutions.

Bleacher Report (WBD Sports / TNT Sports) • 2019 - 2022 *Senior Designer*

- Owned the design execution of high-impact social, brand, and content initiatives, contributing meaningfully to the evolution of Bleacher Report's visual identity.
- Served as a core contributor on the Social Innovation team, helping shape experimental content formats that expanded the brand's creative playbook and approach to storytelling.
- Led concept development and art direction for new social initiatives, scouting, hiring, and directing external creative talent to introduce new perspectives and evolve Bleacher Report's brand voice across platforms.
- Partnered closely with editors, producers, and strategists to translate ideas into clear, audience-first visual systems and content.

Madwell • 2018 - 2019
Senior Designer

- Drove design execution for pitch and brand initiatives across identity, out-of-home, and interactive platforms for clients including New York Road Runners (NYC Marathon), Bugaboo, and Lonza, as well as internal agency initiatives.

BBH New York • 2016 - 2017
Senior Designer

- Contributed to the design execution of integrated campaign work across print, out-of-home, and interactive platforms for global brands including PlayStation, JBL, Vaseline, and Seamless.
- Partnered with art directors, copywriters, and strategists to translate creative briefs into clear, compelling visual expressions across multiple channels.

Ogilvy & Mather • 2015 - 2016
Freelance Art Director

Supported concepting, pitch work, and campaign execution as a freelance art director on the iShares by BlackRock account, delivering print, digital, and storyboarded creative for a 15-30 seconds commercial spot..

Gensler • 2014 - 2015
Brand/ Environmental Designer

- Designed and delivered environmental graphics, experiential spaces, brand systems, and interactive interfaces for clients within a global architectural practice. Oversaw production and implementation of environmental graphic design (EGD) projects, coordinating with vendors and fabricators to ensure quality and alignment with design intent.
- Presented work to clients and collaborated closely with multidisciplinary teams to translate brand strategy into cohesive physical and digital environments for clients including JPMorgan Chase and Nespresso.

NBC Universal/Telemundo Network • 2011 - 2014
Interactive / UI Designer

- Designed and delivered digital and interactive experiences for media and client-sponsored initiatives, collaborating closely with development teams to ensure scalable, platform-ready implementation.

EDUCATION

University of Florida - New World School of the Arts
Miami, FL • 2009
BFA in Graphic Design, minor in Art History,
Graduated Summa Cum Laude

CORE COMPETENCIES

Creative & Design

Brand Systems & Visual Identity, Design Systems & Scalable Frameworks, Art Direction & Creative Leadership, Experiential & Environmental Design, Concept Development & Visual Storytelling, Digital Product Design, Social & Content Design Systems, UI & UX Design, Apparel, Typography & Type Systems

Management & Strategy

Cross-Functional Collaboration, Creative Direction & Mentorship, External Talent Scouting & Art Direction, Stakeholder & Client Presentation, Project Management, Budgeting, Competitive Research,

Tools

Adobe Creative Cloud, Figma, Keynote / Presentation Design, Hotdoor Cadtools, HTML & CSS (working knowledge)

Languages

English (Fluent) Spanish (Native)