



LAWRENCE GRANADA

Graphic Designer
Production Designer/Artist

 theruggedchild.com

 [linkedin.com/in/lgranada/](https://www.linkedin.com/in/lgranada/)

With over 15 years of experience, I am a versatile graphic design professional often referred to as the “Swiss Army Knife.” Whether delving into print collateral or navigating the complexities of the digital marketing arena, my expertise is fueled by a deep passion for bringing ideas to life and ensuring successful outcomes. I embody a ‘forever student’ mindset, constantly seeking to build on my academic foundations in studio art and design. My commitment to staying current is evident in my continuous alignment with the latest trends in Adobe Creative Suite, where I excel in InDesign, Illustrator, and Photoshop.

SKILLS QUALIFICATIONS



InDesign



Photoshop



Illustrator



Infographics



Custom Illustrations



After Effects

Adobe Creative Suite (InDesign, Illustrator, Photoshop, and Acrobat) • Microsoft Office (Word, Excel, PowerPoint) • Graphic Design Desktop Publishing • Layout Design Production Design • Flash • Branding Print Collateral • Print Advertising • Social Media Marketing • Photo Manipulation Photo Art Direction • Figma • Adobe XD

EDUCATION

College of Southern Nevada
Graphics Arts
Graphic Design / Photography

EXPERIENCE

Production Designer January 2022 – July 2023

Lantern Press

- Format primary artwork by in-house illustrators for various products (drinkware, tote bags, puzzles, stickers, apparel)
- Create visually appealing and market-ready designs meeting production requirements
- Design product mockups for client presentations and website display
- Offer input and feedback for enhancing workflow between Sales Support and Production Design
- Streamline handling of client files and requests, reducing development time from weeks to days
- Achieve a 20% increase in department productivity due to workflow adjustments

Graphic Designer/Production Artist May 2021 – January 2022

Robert Half

- Contractor for The Creative Group, collaborated with MOD Pizza on CRM, Emails, Social posts, and Web banners
- Developed print collateral such as direct mail, postcards, and flyers
- Supported Art Directors by offering creative solutions and ensuring technically accurate layouts
- Maintained communication with Art Directors throughout the design process, seeking feedback and insights

Graphic Designer/Production Artist October 2019 – July 2020

Bungie Inc.

- Contractor for In-House Consumer Products department
- Created cohesive artwork for clothing apparel, collectible merchandise, and digital channels’ social web banners
- Revised and updated packaging templates
- Provided photo art direction and handled photo retouching for product images

Production Designer January 2016 – June 2019

C+C – Colehour & Cohen

- Customized graphic assets for diverse print collateral (billboards, brochures, posters, print ads, trade show graphics)
- Designed infographic-style presentation decks in PowerPoint for internal teams and clients
- Created animated GIFs for social media content
- Successfully managed design projects with multiple change requests under time-sensitive and tight deadlines with accuracy and efficiency

Graphic Designer February 2015 – January 2016

TCS World Travel

- Concepted, designed, and produced print collateral for both the organization and partner affiliates
- Created visually compelling assets for sales events and presentations, including trade show graphics, marketing inserts, and booth banners
- Designed materials for cross-functional teams, producing training and documentation materials for sales and operations
- Elevated design systems to ensure consistent and proper use of icons, brand logos, and art, maintaining brand standards
- Produced custom illustrations and images, including infographics, icons, and vector illustrations, for presentations

Graphic Designer/Packaging November 2012 – December 2013

BDA Inc.

- Designed and produced diverse print materials for a leading merchandising agency, including print ads, product manuals, web banners, publication ads, card inserts, stationery cards, and POP signage
- Refreshed client brand packaging within established guidelines, maintaining consistency in typography, composition, layout, and illustration with new product releases
- Developed engaging and cohesive packaging materials and produced brand assets for company products
- Prepared print production design files for handoff to the development team