

CHRISTIAN ALVARADO

BRAND & PACKAGING DESIGNER

Los Angeles, CA | calvaradodesign@gmail.com

christianalvarado.net | linkedin.com/in/christian-alvarado-design

SUMMARY

Brand and packaging designer with 10+ years of experience taking brands from concept to production across identity, packaging, print and digital. Skilled in die-lines, print production and vendor management, with a strong background in art direction, 3D product visualization and front-end web development. Open to full-time and contract roles.

EXPERIENCE

Sr. Graphic Designer | Fortis Enterprise Jun 2021 - Present

- Design and develop packaging and die-lines for highly regulated consumer products, with a primary focus on the cannabis/hemp industry, increasing consumer interest by 15%.
- Present design concepts and secure approvals, accelerating project timelines by 20%.
- Resolve print production challenges through creative problem solving, protecting brand consistency and on-time delivery.
- Coordinate with art and copy teams to create cohesive graphics that communicate product messaging.
- Manage relationships with agencies, printers and vendors, delivering design assets on time and without errors, meeting 100% of critical deadlines.
- Mentor junior designers with feedback and guidance, improving team collaboration and design quality.
- Develop and maintain brand guidelines for consistency across print, digital, packaging and environmental applications.

Graphic Designer | Drywired Jan 2014 - Feb 2021

- Built and maintained a consistent brand ecosystem across web, print, packaging and trade shows, balancing campaign needs with long-term brand vision.
- Led art direction for diverse projects, ensuring seamless brand integration and a 20% boost in consumer engagement.
- Designed product labels and packaging that improved product visibility and increased sales by 10%.
- Designed and implemented digital assets for websites and e-commerce platforms using UI/UX principles.
- Produced product photography that highlighted features and benefits online and in store.
- Launched targeted social media campaigns that increased engagement by 20%, and used analytics to optimize campaign performance and ROI.
- Managed B2B trade show vendors and delivered design materials on time across multiple industry events.

Graphic Designer | Exchange LA Mar 2013 - Jan 2014

- Created and edited social media content for Facebook, Twitter, YouTube and company websites, expanding digital presence and audience engagement.
- Produced weekly email newsletters and marketing visuals aligned with sales objectives, keeping customer communication consistent.

SKILLS

Design: Brand Identity, Brand Guidelines, Art Direction, Packaging Design, Die-lines, Graphic Design, Typography & Composition, Environmental Graphics, Trade Show Booth Design

3D & Photography: 3D Modeling + Rendering, Product Visualization, Product Photography, Blender, Cinema 4D, Adobe Dimension

Adobe & Software: Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects, Figma, Keynote, PowerPoint, Microsoft Office, Google Workspace

Web: Front-end Web Development, WordPress, Webflow, Framer

Production & Collaboration: Print Production, Vendor Management, Deadline Management, Mentorship, Monday, Asana, Slack

EDUCATION

AA, Graphic Design (Branding) | Fashion Institute of Design & Merchandising

2013