



Marco Ibarra

ART DIRECTOR | MULTIDISCIPLINARY DESIGNER | BRAND STRATEGIST



Marcibarra.com



markibrr@gmail.com



385-268-0459



LinkedIn

Hello I'm Marco

I'm a bilingual (English & Spanish) art director, designer, and brand strategist with over 10 years of experience working for clients ranging from local startups to multi-million dollar corporations. I specialize in creative concept development, brand activations, multimedia production, brand collaterals, brand identity, product and packaging design.

WORK EXPERIENCE

BlackTie Agency

Principal Designer / Creative Lead

October 2023 - March 2026

- Led a cross-functional team of 6 creatives in development of assets for integrated marketing campaigns and brand activations including digital, print, photography and video.
- Established the agency's art and creative standards for production, productivity, quality, and client service.
- Collaborated with external marketing and public relations teams to audit new and existing materials to support project goals.

Infinite Agency / Cumulus Media

Senior Designer - Client Liaison: Latin American Markets

February 2021 - September 2023

- Facilitated cross-functional communication and collaboration for projects targeting the Latin American market, translating client needs into actionable tasks and guiding the creative team to deliver culturally relevant, audience-focused design.
- Developed and reviewed creative assets for client campaigns across multiple mediums, including digital advertising on web, social media, and video platforms, brand activations, display ads, and video ads.
- Developed project pitches, presentations, and creative briefs to support client acquisition and retention efforts leading to 12 new client accounts over 2 years.

Rumble Tuff

Art Director

March 2022 - November 2022

- Directed the end-to-end rebranding of a Taiwanese medical equipment manufacturer helping them secure over 3 million in government and private healthcare contracts and increasing their retail and B2C sales by \$600k.
- Developed a cohesive brand system encompassing visual identity, photography style, packaging, user documentation, and multimedia assets.
- Managed and executed the photography video production projects, from planning and shooting to editing and delivery.
- Oversaw all stages of print design, including preflight file preparation and final production coordination with vendors.

Strut Creative

Senior Designer

August 2016 - January 2022

- Contributed to the development of creative strategy and brand activations across multiple client accounts, sales channels, and retail partners (Amazon, Kroger, and Target), supporting over \$70K in monthly retainers.
- Mentored junior designers and entry-level staff, fostering professional growth and upholding quality standards.
- Responsible for creating product images, packaging design, Amazon A+ Content, Amazon Storefront content, and social media campaigns.

SKILLS & PROFICIENCY

Software

Photoshop, Illustrator, In-Design, Lightroom, Premier, Pro, After Effects, Blender, Canva.

Multimedia Content

Photography, Video, Location Scouting and Set Creation, Production Design and Editing.

Web Design

Figma, Wordpress, Webflow, Shopify, Framing and Prototyping.

Design & Branding

Research and Audit, Insights, Positioning, Naming, Brand Identity, Tone of Voice, Custom Typography, Brand Collaterals.

Digital Marketing

SEO optimization, Content Marketing, PPC Advertising (Google Ads & Meta), A/B Testing, Display Ads, Video Ads, Geofenced and Targeted Campaigns.

Print Design

Stationary Assets, Large Format Printing, Event Booths & Signage, Packaging, Product Manuals and User Documentation

LANGUAGE SKILLS

English & Spanish

Translation, Localization & Cultural Adaptation

EDUCATION

Brigham Young University

BFA Graphic Design

August 2014 - March 2018