



# JOHN-PIERRE GARRUCHO

## DESIGNER

## CONTACT

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## ABOUT ME

**"Feed the soul, starve the ego."**

Creative Designer with 16+ years of experience, demonstrated achievements, and excellence across multiple industries. Exceptional communication skills and ability to work throughout an organization to achieve effective results. Demonstrated expertise in creating original solutions to visual marketing and branding. Ability to manage/lead others and maintain individual tasks on time and on budget.

Lifelong nerd.

Taco addict.

Comic book collector.

Video game marathoner.

Transformers aficionado.

## EDUCATION

### Associates in Arts; Graphic Design

October 2001 - April 2004  
Fashion Institute of  
Design and Merchandising

### Computer Engineering

September 1999 - June 2001  
California State University,  
Sacramento

## EXPERIENCE

March 2020 - Present

### Senior Designer, Moondust Studio Inc.; Chino Hills, CA

Lead design direction and production for custom pieces built for clients and celebrities. Handled merchandise production, dealing with domestic and international manufacturers. Helped guide brand direction in both culture and production techniques. Streamlined manufacturing process. Introduced new technology and manufacturing processes to enhance design capabilities.

March 2019 - March 2020

### Marketing Graphic Designer, Continuum Distribution; West Sacramento, CA

Responsible for high quality, industry wide graphic design and marketing. Created advertising, packaging, monthly sales sheets, promotional material, POP, trade show, web, and internal design guidelines. Changed the way the marketing department was able to generate revenue by redesigning the Wholesale Product guide from a spreadsheet into a catalog/magazine style layout. The redesign allowed for advertising space to be sold, industry insights, and actual product images. The guide became an important tool used throughout the sales team to generate new accounts and increase sales for existing accounts.

October 2015 - October 2017

### Marketing Graphic Designer, Madison Square Garden Company; Manhattan, NY

Brought a new point of view for designing and developing various graphic and merchandising projects for the Madison Square Gardens three athletic home teams The Knicks (NBA), The Rangers (NHL) and The Liberty (WNBA). Worked within MSG's agency system to successfully convey each projects design scope and aesthetic from concept to completion including product packaging, custom order form creation, store POP, exclusive merchandise marketing, logo creation, co-branded marketing, and collaborative merchandise. Created design collateral for event marketing including banners, bags, and giveaways. Worked directly with marketing heads to design relevant pieces and projects to bring awareness to the Knicks, Rangers, and Liberty.

October 2011 - April 2017

### Creative Director, Massive LLC; Manhattan, NY

Conceptualized, designed and developed 6 in-house lines under the company umbrella from concept to completion. Spearheaded apparel ideation, initial sketching, seasonal direction, technical drawing, thread and material approval, lab dips, production, strike-offs, graphic design, graphic pattern design, color card, merchandising, brand identity, and brand direction. Successfully converted the companies client base from off-price and discount retailers, to specialty boutiques and high end department stores. Worked with production schedule and external vendors to make sure all steps were handled in a timely manner. Lead our collaboration with Hasbro to create an apparel line based on classic Hasbro properties like Hot Wheels, Rock'em Sock'em Robots, Uno, Magic 8-Ball, and more.

## SKILL SET

### ADOBE CC



### ILLUSTRATOR



### PHOTOSHOP



### MOTION GRAPHICS



### CREATIVE DIRECTION



### ART DIRECTION



### MARKETING



### PACKAGING DESIGN



### BRAND IDENTITY



### APPAREL DESIGN

