

MARIO GARCIA

Creative Direction, Branding, User Experience Design

Portfolio: garciainteractive.com

/ RESUME

OVERVIEW AND PROFILE:

- Brand strategist and multidisciplinary designer with over 20 years experience.
 - Global reputation, having worked on projects with over 300 organizations worldwide.
 - Industries served include Financial Services, Healthcare, SaaS and Print/Digital Media.
 - Experienced directing creative/technology teams across multiple cities and time zones.
 - Proficient at aligning user experience with appropriate technology solutions.
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EXPERIENCE:

Garcia Interactive

January - 2003 /
Present

President

- Create intuitive and engaging user interface designs for SaaS companies.
 - Work with Product Teams to translate their vision for the product and/or new features.
 - Present concepts to stakeholders for approval.
 - Develop brand story for marketing materials, investor decks and general messaging.
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NYMBUS /
Mediaspectrum
Garcia Interactive
Client

November - 2013 /
Present

Chief Experience Officer (Contractor)

- Created the NYMBUS brand and developed all the collateral sales and marketing material including website, client presentations, sales documents, trade show booths and signage.
 - Developed the workflows and the user interface design for the NYMBUS bank core processing product as well as online and mobile banking products.
 - Quickly prototyped all the workflows and screens to ramp up sales while development on actual product was still ongoing.
 - Helped Mediaspectrum simplify their complex technical message so that the benefits of using their software were more obvious to their intended market.
 - Unified all sales and marketing collateral with consistent, impactful messaging and design.
 - Improved the user interface design of existing product line to make it more intuitive and user-friendly.
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HealthGrid
Garcia Interactive
Client

December - 2012 /
July - 2014

Creative Director (Contractor)

- Improved the overall user experience of patient health portals, helping physicians streamline care management and improve health outcomes.
 - Developed brand strategies by examining company objectives; planning, scheduling, and completing design and production requirements for sales teams, digital marketing, advertising and tradeshows.
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New Media Design
International

May - 1996 /
Dec - 2002

Vice President of Design

- Launched and grew the new digital vertical to a multimillion dollar generating unit, helping introduce newspapers and magazines all over the world to the new digital landscape, including The Wall Street Journal, Newsday, Crain Communications and more.
 - Managed three design offices in United States, Argentina and Germany.
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EDUCATION:

Loyola University, College of Law, Juris Doctor. 1996

University of South Florida, B.A. Mass Communications. 1992
