

## MARIO GARCIA

Creative Direction, Branding, User Experience Design

---



Mario Garcia serves as Founder and President of Garcia Interactive. An established expert at guiding both companies and entire industries into the digital age, Mario has been the creative engine behind the intuitive user interface and functionality of many technology solutions and new products. From branding and site aesthetics, to making sure that the voice of the company resonates across all outward platforms, Mario's unique skill set positions him perfectly to design brand experiences that satisfy 21st century needs.

After the early genesis of the Internet—a time when few news outlets had supplemented their brands with digital counterparts—Mario was able to dominate the emerging niche in the mid 90's and effectively bring the publication world online. Capitalizing on his early success and insight into online user engagement and experience design, Mario continued to lead brands into the digital age while serving at the helm of his own company, Garcia Interactive. For more than two decades, Mario and his firm have provided consulting on brand management, audience engagement, user experience, and interactive design for more than 300 clients worldwide, including consulting on the branding and user interface design for Down Jones (The Wall Street Journal), Crain Communications, JP Morgan Chase, Epson and Volvo.

Mario's reputation for generating substantial user experience improvements precedes him. His work has been recognized by the Society of News Design, FOLIO and the Public Relations Society of America. Mario frequently speaks on the topic of transforming business through design. He has also served as an adjunct professor at the University of South Florida, his alma mater, and led seminars on design/user experience at the prestigious Poynter Institute for Media Studies (poynter.org). In partnership with Poynter and Stanford University, Mario assisted with the EyeTrac Online research project which aimed at learning how people read and absorb information on digital platforms.

After earning his B.A. at The University of South Florida, Mario went on to earn a Juris Doctor from the Loyola University College of Law. In 2013, he was presented with University of South Florida School of Advertising and Mass Communication Outstanding Alumnus award for his contribution to the industry.

# MARIO GARCIA

Creative Direction, Branding, User Experience Design

---

## / 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.
- 

### EXPERIENCE:

#### Garcia Interactive

January - 2003 /  
Present

#### President

- Lead and nurture a team of designers and coders, working with global clientele on brand management, user experience, interface design and mutliplatform storytelling.
  - Strategize and manage all project budgets, timelines and partner relationships.
  - Present concepts to stakeholders for approval.
  - Frequent lecturer on topics of design and how it can transform a business.
- 

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.
- 

HealthGrid /  
Mahathi  
Garcia Interactive  
Client

December - 2012 /  
July - 2014

#### Creative Director (Contractor/Full-Time)

- 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 tradeshow.
- 

Garcia Media/  
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.
- 

### EDUCATION:

Loyola University, College of Law, Juris Doctor. 1996

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

---