

carlosAmarin

Creative That Drives Brand Growth



ABOUT ME

I'm a roll-up-my-sleeves creative with management experience that has 20+ years of knowledge turning brands into movements. From retail shelves to social feeds, I lead design that sells and storytelling that sticks. Whether it's a full packaging overhaul or a 360° campaign launch, I bring energy, strategy, and execution to the table. I build teams, scale ideas, and never lose sight of the end customer. Think: branding with bite, visuals with value.

CORE CREATIVE SKILLS

- ▶ Art Direction & Brand Storytelling
- ▶ Team Leadership & Mentorship
- ▶ Packaging Design (CPG)
- ▶ Integrated Campaigns (Digital + Print)
- ▶ Creative Strategy & Marketing Collateral
- ▶ Video, Motion, & Social Media Creative
- ▶ Vendor + Agency Management
- ▶ Production-Ready Design (Print/Digital)
- ▶ Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, After Effects, Dreamweaver)
- ▶ Project Tools: JIRA, Smartsheet, Office 365 (Mac & PC)
- ▶ UI/UX Design | WordPress | HTML/CSS
- ▶ AI Applications | ChatGPT | Lifestyle Photo | Recraft

EXPERIENCE

Arrow Fastener, Saddlebrook, NJ

Creative Manager (Hybrid) | Jan. 2018–Present

Led all creative direction across digital, print, packaging, and tradeshow experience for a nationally distributed tool brand. Built and managed a high-performing in-house creative team, owning brand evolution from concept to execution.

- ▶ Rebranded packaging across 100+ SKUs, improving shelf visibility and boosting retail sales
- ▶ Shifted to sustainable packaging, cutting material costs by 60% while meeting environmental goals
- ▶ Directed 360° campaigns from pitch to execution, including motion, video, social media, and product launches
- ▶ Introduced workflow tools (JIRA, SmartSheet) to streamline project delivery and improve team efficiency
- ▶ Designed trade show booths and visual experiences for national expos
- ▶ Developed assets including catalogs, promo kits, pitch decks, and web ads that supported cross-functional marketing teams

CONTACT

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Arrow Fastener, Saddlebrook, NJ

Lead Graphic Designer (Contract) | April 2015–Jan. 2018

- ▶ Designed packaging, print collateral, and digital assets aligned with both B2B and retail initiatives
- ▶ Partnered with product, sales, and marketing teams to create compelling customer-facing materials
- ▶ Oversaw print production and file prep to ensure quality control and brand consistency

RNB Design, Piscataway, NJ

Graphic Designer with production skills | Nov 2010–Nov 2013

- ▶ Designed integrated marketing campaigns for Fortune 500 clients (BASF, GE Healthcare, Ricoh)
- ▶ Created UI for microsites and corporate websites
- ▶ Managed mockups and production-ready files for national and global campaigns

DyVERSE Marketing Group, Orlando, FL

Art Director / Co-Founder | Aug 2007–May 2009

Technetium Creative, Maitland, FL

Graphic Designer | Nov. 06–Aug. 07

Metropolis Advertising, Orlando, FL

Art Director | Jul 2006–Nov 2006

G&G Advertising, Orlando, FL

Sr. Designer | May 04–March 06

FREELANCE HIGHLIGHTS

Beat Creative, Ocoee, FL

Graphic Designer (Remote) | July 14–Nov 15

Dennis Mosner Photography, Union City, NJ

Graphic Designer | Sept. 14

Trajectory, Morristown, NJ

Graphic Designer | June 14–July 14

Axiom Communications, Secaucus, NJ

Graphic Designer | June 14

EDUCATION

- ▶ AAS, Commercial Art, **Florida Metropolitan University**
- ▶ XHTML & CSS, Continuing Education, **Valencia Enterprises**

RECOGNITION

- ▶ Create Magazine National Designer Spotlight, July 07
- ▶ Create Magazine Regional Designer Spotlight, Sept. 07
- ▶ Packaging and branding featured in retail displays (Lowe's, Home Depot, Walmart)