Javier Barrera

Retail Design · Art Direction · Visual Merchandising

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Professional Summary

Creative leader with 8 years of experience directing high-volume visual programs for global brands. Specialized in translating brand creative vision into scalable, market-ready assets that drive sales and increase brand recognition. Expert in visual merchandising graphics, product activations, and 3D visualization. Track record of managing multi-million dollar production frameworks, compressing timelines, and delivering 100% accuracy across North American retail touchpoints.

Professional Experience

American Bath Group (The Home Depot, Lowe's) | US, Remote

Sr. Designer, Retail Marketing NA | May 2026 – Present

- Direct art and execute layout design for in-store visual merchandising displays, packaging, and point-of-purchase signage across 1,300+ nationwide retailers managing a diverse portfolio of 20+ brands.
- Spearhead visual identity and ideation for brands, uniting multiple assets under a cohesive luxury umbrella through curated visual merchadising, typography, materials, and brand messaging.
- Executed a comprehensive graphic overhaul of Bootz packaging, prototyping , set to deliver 22 modernized print-ready carton designs distributed across 1,300+ retail doors by January 2027.
- Led art direction for The Home Depot's Annual Product Launch Review, designing 60+ pieces of VM artwork that secured a 100% floor-space buy-in rate from C-suite stakeholders.
- Integrated generative AI platforms (Claude, Higgsfield, Adobe) into 3D structural and rapid physical prototyping workflows, decreasing review rounds by 25% and accelerating time-to-press by 50%.

The Estée Lauder Companies (M·A·C, Bobbi Brown) | New York, NY

Associate, VM Graphic Production NA | Oct 2022 – May 2026
Concurrent: Art Director, VM Luxe Creative NA | Aug 2024 – Nov 2024

- Directed print production and mechanical design for M·A·C Cosmetics' Ulta flagship VM footprint, managing 300+ assets with 12+ yearly update cycles. Established the Ulta Gen 2 VM graphic standard, setting guidelines for use and ultimately cascading to 550+ doors.
- Executed print-ready display artwork for Nordstrom, Macy's, and Sephora, driving retailer-compliant VM rollouts across 1,000+ locations while optimizing pre-press workflows to reduce review rounds by 50%.
- Spearheaded art direction for specialty VM artwork including trade shows, NPLs, and special releases. Developed on-brand modular templates for multilingual (EN/FR/ES/CH) rollouts.
- Partnered cross-functionally with 3D, engineering, global creative, and print vendors to translate conceptual designs into scalable, install-ready artwork for high-fidelity physical execution.

Key Projects

- Directed mechanical execution and seasonal marketing updates across 1,550+ retail doors (Ulta Gen 2, Nordstrom Innovation, and Macy's Red 2.0), designing precise visual merchandising artwork within a $3.7M budget framework and achieving 100% execution accuracy.
- Led art direction for large-format and out-of-home (OOH) marketing campaigns for Tom Ford Beauty and Jo Malone London. Orchestrated a high-profile Downtown Toronto takeover for the Eau d'Ombre Leather launch, executing regional bus shelter graphics and a 23-foot mural.

Captured XC Photo & Media Services | New York, NY

Printed Media Designer – High-Traffic Environments | Feb 2021 – Sept 2022

- Designed and managed production for 200+ large-scale private events across the NYC metro, delivering consistent brand execution under tight deadlines.
- Oversaw end-to-end pre-press QA for print and digital collateral, maintaining 100% output accuracy.
- Coordinated with vendors across material selection, fabrication, and installation — ensuring technical feasibility and alignment with brand specs.
- Standardized DAM naming conventions and launch workflows, cutting asset retrieval time by 50%.

Axiom Design Group | New York, NY

Environmental Designer – Spatial Branding | Feb 2019 – Feb 2021

- Delivered precise, on-time installations for prestige client environments including Chobani's NYC flagship and the Chase Card Lounge at Madison Square Garden.
- Fabricated and installed branded signage across retail, gallery, and trade show environments using diverse materials including vinyl, fabric, wood, and metal.
- Translated 2D brand guidelines and briefs into installation-ready displays, collaborating with Engineering and 3D teams to build physical mockups prior to on-site execution.
- Conducted site surveys and material audits to ensure measurement accuracy and installation compliance at scale.

Skills

Art Direction & Creative: Visual Merchandising (VM), Point of Purchase (POP) Displays, Packaging Layouts & Structural Design, Environmental & Experiential Design, Retail Communications

Production & Technical: Mechanical Artwork Execution, End-to-End Production Lifecycle, Print & Pre-Press Production, 3D Fixture Visualization (SketchUp), Adobe Creative Suite (InDesign, Illustrator, Photoshop), Gen AI Workflows (Claude, Higgsfield, Adobe Firefly)

Operations & Collaboration: Vendor & Agency Management, Cross-Functional Brand Leadership, Project Management (Wrike, SharePoint), DAM Systems

Education

B.A. in Graphic and Business Communications

Baruch College - January 2021 - 3.8 GPA Magna Cum Laude New York City, NY

Certificates

Adobe Pro Certificate

Adobe InDesign - May 2025 Adobe Online Course

Languages Spoken

- English *(Native)*
- Spanish *(Native)*
- Portuguese *(Fluent)*