

JAVIER BARRERA

Retail Design · Art Direction · Visual Merchandising

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Professional Summary

Creative production leader with 8+ years of experience directing high-volume visual programs for global prestige brands. Specializes in translating brand vision into scalable, market-ready assets. Expert in mechanical artwork and VM graphics to experiential activations and environmental design. Track record of managing multi-million dollar production frameworks, compressing timelines, and delivering 100% accuracy across 1,450+ North American retail touchpoints.

Professional Experience

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

Senior Retail Designer – POP, Packaging, and VM | May 2026 – Present

- Led creative direction and mechanical execution for the overhaul of Bootz' in-store packaging, modernizing outdated artwork and delivering 22 new designs across 1,300+ The Home Depot and Lowe's locations.
- Directed the creative refresh of The Home Depot's PLR displays, delivering 60+ printed assets displayed to c-suite stakeholders to get product display floor space buy-ins.
- Integrated generative AI workflows (Claude, Gemini, Higgsfield) for rapid physical prototyping, significantly reducing time-to-press.

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

Lead Designer, VM Graphic Production NA | Oct 2022 – May 2026

Concurrent: Art Director, Paid Media Production NA | Aug 2024 – Nov 2024

- Executed end-to-end VM graphic production for 500+ annual retail assets, driving national rollouts across 1,450+ touchpoints including 900 Launch Displayers and 550 Ulta doors.
- Produced high-volume mechanical artwork and adaptations in Adobe Creative Suite (InDesign, Illustrator, Photoshop), maintaining retailer compliance across programs with up to 12 seasonal updates annually.
- Optimized file preparation and pre-press workflows, reducing asset turnaround times by 50% and increasing to-press speed by 25%.
- Developed modular artwork templates supporting multilingual rollouts (EN/FR/ES/CH), ensuring 100% brand consistency across regional adaptations.
- Partnered daily with Engineering, 3D Design, and Global Brand teams to translate creative concepts into production-ready files at scale.
- Built structured file management systems across DAM and SharePoint, improving asset accessibility and reducing cross-team friction.
- As Art Director, led paid media production for Lab Series and Tom Ford Beauty, directing OOH and digital campaign assets while balancing brand requirements with large-format execution demands.

Key Projects

- Directed mechanical execution and seasonal updates across 1,580+ retail units (Ulta Gen 3 rollout, Launch/Trend Displayer fleet), managing up to 12 updates/year within a combined \$3.7M framework with 100% accuracy.
- Oversaw flagship format production for Queens Center and Nordstrom Innovation (\$31K–\$178K/yr), ensuring fixture accuracy and brand consistency across up to 6 FY updates.

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

- 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.
- Delivered precise, on-time installations for prestige client environments including Chobani's NYC flagship and the Chase Card Lounge at Madison Square Garden.

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)

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

Education

B.A in Business & Graphic Communications

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

Certificates

Adobe Pro Certificate

Adobe InDesign - May 2025 Adobe Online Course

Languages Spoken

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