



CHARLIE LABARCA

VISUAL DESIGNER

01. Experience

TruVisibility

Visual Designer & Account Manager
Deerfield Beach, FL
7/2019 - 9/2020

Successfully launched a chatbot landing page builder. Defined requirements, implemented user flows, worked directly with users iterating design and information architecture as needed to support the vision. Managed, tracked & led all design and creative execution on client web projects and unique chatbot experiences. Managed all customer accounts tracking projects from concept to completion.

CBRE

Visual Designer & Marketing
Ft. Lauderdale, FL
1/2019 - 6/2019

Gathering & coordinating complex commercial real-estate data to develop high caliber marketing materials for online and offline media that led to the acquisition of multi million dollar commercial buildings. Established branded design materials for offering memorandums, websites, e-mail blasts and print campaigns. Built & presented strategy/design solutions for upper level management & creative teams.

Stocket, Inc.

UI / UX lead
Boynton Beach, FL
10/2015 - 6/2018

Developed interface for major retail brands as part of a one-of-a-kind, large-scale e-commerce/game platform that launched in 2016. Collaborated with stake holders transforming data into design concepts. Wire-framing, designed and refined comps, for rapid prototyping. Developed personas to refine user experience. Created detailed UI specifications and mock-ups. Used prototyping tools to communicate UX intent. Created a design system, educated the team in the principles of good design. Collaborated w/ international dev team providing specifications.

Harley-Davidson Motor Company

Project Lead
Milwaukee, WI
2/2015 - 10/2015

Primary liaison for internal stakeholders. Coordinated with international marketing managers reporting on product requests and budgets. Provided clear proposals, timelines and cost estimates to internal/external clients, and delivered strong creative guidance to production teams and clients in support of the clients' defined project needs. Coordinated the launch for all the photography for the upcoming "Model Year (2016)" photography with top level access to confidential vehicles and information.

Westphal's

Creative Lead
Brownsville, WI
6/2009 - 1/2014

Led visual design & creative execution on all client marketing projects. Initiated & tracked projects from concept to completion. Closed on retainer contracts. Created concepts, wireframes, prototypes & storyboards. Collaborated with 3rd party creatives. Produced video promotional materials internally & for clients. Built relationships w/ clients and vendors. Mentored & trained designers. Identified new revenue streams.

02. Education

IFAC

International Fine Arts Collage
1999 - 2001 | Miami, FL
Fine Arts & Digital Media

Art Institute, Miami International

University of Art & Design
2001 - 2002 | Miami, FL
Visual Design & Art Direction

03. Skills

UI / UX

User Research
Personas
User Flows
Wire Framing
Lo-Fi Prototyping
High-Fi Design
Usability Testing
Iterations
Design Systems

Visual Design

Branding
Logo Design
Design Strategy
Illustration
Storyboarding
Photography
Photo Editing
Video Production
Advertising

Online

Website Design
Website Strategies
Adsense
PPC
HTML & CSS (Light)
Wordpress Editing
Chatbot Development
Email Campaigns (drip)

Organizational

Project Management
Account Management
Budget Planning
Customer Service
Sales