

JAVIER BARRERA

Retail Design · Art Direction · Visual Merchandising

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Professional Summary

Creative leader with 7+ years of experience delivering visual merchandising systems, retail display executions, and 360° campaign adaptations for prestige beauty brands including M·A·C Cosmetics, Bobbi Brown, and Tom Ford Beauty. Proven expertise in translating brand direction into retail-ready, mechanically precise artwork across in-store and campaign-aligned out-of-home (OOH) environments for key partners such as Ulta, Nordstrom, Sephora, and Macy's. Strong cross-functional collaborator partnering with 3D, Development, Marketing, and Pre-Press teams to visualize fixtures, optimize workflows, and execute high-volume retail rollouts with zero errors and consistent on-time delivery.

Professional Experience

Estée Lauder Companies | New York City, NY

Art Production Lead – Visual Merchandising | Oct 2022 - Present

Art Director – Multi-Branded Campaigns | Aug 2024 - Nov 2024

- Delivered 300+ retail graphics for M·A·C seasonal updates across North America, achieving 100% accuracy and on-time installation across all doors.
- Led creative execution for artwork installed across 50+ Nordstrom and Sephora locations, Ulta's Herald Square flagship, and Macy's doors, reducing asset turnover by 50% and accelerating time-to-counter.
- Translated global brand direction into regionally adapted, retail-ready artwork, ensuring fixture compatibility, mechanical accuracy, and retailer compliance across North America and Canada.
- Drove multilingual artwork development (English, Spanish, Simplified Chinese), ensuring accurate translation, marketing alignment, and consistency across global-to-regional executions.
- Partnered cross-functionally with Brand, 3D, Engineering, Marketing, and Pre-Press teams to visualize fixtures, align timelines, and enable efficient decision-making across complex rollouts.
- Streamlined workflow systems across Wrike and SharePoint, improving asset turnover speed by 25% and strengthening cross-regional visibility and collaboration.
- Led pre-press QA and vendor coordination across 100+ retail activations, ensuring print accuracy, production feasibility, and flawless in-store execution across multiple substrates and formats.

XC Media | New York City, NY

Visual Designer - Events - Feb 2021 - Sept 2022

- Produced print and digital collateral for 20+ branded events across NYC, ensuring cohesive visual design standards across multiple on-site environments.
- Conducted pre-press QA and managed print vendor coordination for flawless output.
- Standardized DAM file organization, reducing asset retrieval times by 50%.

Axiom | New York City, NY

Environmental Designer - Displays and Signage - Feb 2019 - Feb 2021

- Installed branded signage across retail, gallery, and trade show spaces using wood, vinyl, metal, and print substrates.
- Conducted site surveys and material audits to ensure precision and compliance during installations.

Skills

Core Competencies

- Art Direction and Retail Communications
- Visual Merchandising Strategy
- 360 Campaign Adaptation
- Fixture & Display Graphics
- Retail Fixture Systems
- Retailer Compliance (Ulta, Sephora, Macy's, Nordstrom)
- Global-to-Regional Creative Adaptation
- Creative Brief Interpretation

Technical Expertise

- Pre-Press Artwork Development
- Adobe Creative Suite (ID, AI, PS)
- 3D Fixture Visualization (SketchUp, Rhino)
- Pre-Press Quality Control
- Print Vendor Management
- Substrate & Finishing Recommendations
- Asset Management (DAM Systems)
- Cross-Functional Approvals
- File Management & Version Control

Selected Retail Projects

Ulta Flagship - M·A·C Merchandise Display Shelves (2025)

- Led mechanical updates for over 300 seasonal graphics at Ulta's Manhattan flagship; leading this project for over 3 fiscal years achieving constant accuracy and cross-team approval on schedule.

TFB - Eau D'Ombre Leather Campaign Mural and Bus Shelters (2024)

- Oversaw creative execution and direction of the artwork for the Eau D'Ombre Leather release campaign in Canada. Developed artwork for a 16 ft. mural and bus shelters in Downtown Toronto.

Macy's Flagship - Bobbi Brown Mainline Unit Refresh (2025)

- Managed mechanical development and artwork adaptation for the Crystal Eye Shadow Stick release ensuring feasibility, fixture accuracy, and brand consistency across nationwide rollout.

Education

B.A in Business & Graphic Communications

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

Certificates

Adobe Professional Certificate - Adobe InDesign

Adobe - May 2024