

# JAVIER BARRERA

Art Director · Visual Design · Environmental Design

🌐 Portfolio: [www.javieralberto.com](http://www.javieralberto.com) | 📧 E-mail: [comms.javier@gmail.com](mailto:comms.javier@gmail.com) | 🔗 LI: [www.linkedin.com/in/javigarami](http://www.linkedin.com/in/javigarami)

New York City, NY

## Professional Summary

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Art Director with 7+ years of professional experience leading print, digital, and in-store creative for luxury and lifestyle brands. My career began in hospitality, managing events and teams across restaurants, bars, conferences, and catering halls, an experience that built my foundation in leadership, logistics, and fast-paced execution. Today, I specialize in translating marketing strategies into impactful visual merchandising and brand communications, leading cross-functional teams, and ensuring creative consistency across platforms. I currently lead art direction for M·A·C Cosmetics across top North American retailers, including Ulta, Nordstrom, Sephora, and Macy's.

## Skills

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### Core Skills

Art Direction · Print & Digital Production · Visual Merchandising · Typography · Visual Campaigns · Customer Experience · Brand Communications · Cross-functional Collaboration

### Toolkit

Adobe CC (InDesign Certified, Photoshop, Illustrator) · Rhino 3D · Wrike · SharePoint · G Suite · Adobe DAM · Spanish, Portuguese (Beginner)

## Professional Experience

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### Estée Lauder Companies | Oct 2022 - Present

*Art Director – Visual Merchandising - New York City, NY*

- Produce artwork mechanicals for North America merchandising and Specialty Multi-Channel (SMC) systems across M·A·C Cosmetic's retailer locations.
- Confirm alignment with creative direction from Global and NA region and make sure art assets follow branded creative directives.
- Partner with 3D and Engineering for retail activations, successfully launching 100+ updates and campaigns across U.S. flagship retailer stores.
- Improved art turnover time by 25% by streamlining workflows and managing cross-regional projects through Wrike and SharePoint.
- Execute rigorous pre-print QA using Adobe Acrobat, reducing review rounds, minimizing print errors, and ensuring flawless final output.

### Estée Lauder Companies | Aug 2024 - Nov 2024

*Art Director – Branded Campaigns (Stretch Role) - New York City, NY*

- Oversaw print and digital asset direction for seasonal OOH and paid social campaigns for Tom Ford Beauty, LabSeries for Men, and Jo Malone London.
- Led art direction and designed high-visibility brand pedestals at Estée Lauder HQ, showcasing best-selling hero products to hundreds of peers daily.
- Initiated cross-functional alignment with senior ADs, external vendors, and brand teams to launch 5 major seasonal campaigns across North America.

## Professional Experience - Cont.

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### **XC Media | Feb 2021 - Sept 2022**

*Visual Designer - Events - New York City, NY*

- Designed branded print and digital collateral for 20+ high-traffic NYC events, increasing RSVPs by 15% and ensuring cohesive visuals across social platforms.
- Implemented a new file organization on the DAM system that reduced search/retrieval time by 50%, improving team efficiency and accelerating delivery timelines.
- Created dielines and managed print vendor relationships across 20+ campaigns, ensuring 100% of assets were display or press-ready, on time, and within budget.

### **Axiom | Feb 2019 - Jan 2021**

*Environmental Design - Signage - New York City, NY*

- Installed branded artwork and signage in 30+ high-traffic venues—including retail, gallery, and trade show space using vinyl, acrylic, and metal to create immersive brand experiences.
- Performed site surveys and material audits to plan precise layouts, achieving 100% accurate graphic installations and zero compliance issues across all branded environments.

### **Food For Thought NYC | 2007 - 2018**

*Event Manager - Hospitality and Events - New York City,*

- Entered the industry at 17 as a busboy and progressed into a lead role managing end-to-end event execution for 300 - 500+ guests, including staff scheduling, vendor coordination, and space planning.
- Built foundational leadership, organization, and problem-solving skills while managing 20+ overlapping events. That experience shaped my ability to lead under pressure, manage competing timelines, and deliver brand-consistent, retail-ready work at scale.

## Highlight Projects - Concept to Execution

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### **Ulta Merchandise Display Shelves | May 2025**

*M·A·C Cosmetics North America*

- Continued execution of quarterly rollouts for the Ulta Flagship retail location at 34th St in Manhattan, innovating ways to merchandise new and hero products to hundreds of daily visitors.

### **Nordstrom Anniversary On Counter Display | Feb 2025**

*M·A·C Cosmetics North America*

- Co-led creative development for the Nordstrom Anniversary Displayer placed in 50+ retail locations, optimizing workflows to reduce asset turnover by 6 days and cutting time to counter by 75%.

## Education

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### **B.A in Business & Graphic Communications | Jan 2021**

*Baruch College - 3.8 GPA - New York, NY*

## About Me

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I'm a purple belt in Brazilian Jiu-Jitsu with 8+ years of experience. I approach design with precision and strategic intent, ensuring that every visual element serves a purpose.