

JAVIER BARRERA

Retail Design · Art Direction · Visual Merchandising

[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](https://www.linkedin.com/in/javigarami)

Professional Summary

Strategic creative leader with 7 years of experience directing high-volume visual merchandising, 360° campaign adaptations, and omni-channel executions for global prestige brands. Proven expertise in translating complex brand visions into scalable, market-ready assets across retail, OOH, and social media platforms. Expert at architecting operational workflows that increase delivery speeds by 25% and reduce asset turnover by 50% for major partners including Sephora, Ulta, and Nordstrom. A high-level cross-functional collaborator with a strong foundation in vendor negotiation and client-facing stakeholder management, unifying Brand, 3D, and Engineering teams to drive multi-door rollouts and high-visibility experiential activations with 100% accuracy.

Professional Experience

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

Art Director, NA Visual Merchandising | Oct 2022 – Present

Concurrent Role: Art Director, NA Print & Digital Paid Media | Aug 2024 – Nov 2024

- Managed the end-to-end production lifecycle for M·A·C Cosmetics across North America, directly executing the applied design and continuous update of 300+ seasonal retail graphics with 100% mechanical accuracy.
- Directed high-visibility OOH and digital campaigns for Lab Series for Men and Tom Ford Beauty, balancing high-level brand strategy with hands-on creative execution for large-scale assets, including a 16 ft. Eau d'Ombre Leather mural.
- Executed both the content strategy and the hands-on development of evergreen social media assets for Lab Series for Men, driving continuous brand engagement across global digital platforms.
- Spearheaded creative rollout strategies for 50+ high-profile retail locations, optimizing production budgets and successfully reducing asset turnover by 50% to accelerate time-to-counter.
- Led cross-functional alignment and negotiated directly with external print vendors and internal engineering teams to drive efficient, cost-effective decision-making for complex rollouts.
- Architected operational workflow systems utilizing Wrike and SharePoint, improving cross-regional collaboration and accelerating asset delivery speeds by 25%.
- Owned global-to-regional go-to-market (GTM) adaptations, directly managing multilingual artwork development and pre-press production to guarantee strict retailer compliance across North America.

XC Media | New York, NY

Printed Media Designer – Brand Environments | Feb 2021 – Sept 2022

- Established cohesive visual design standards for 20+ branded events across NYC, ensuring high-fidelity brand alignment across diverse physical environments.
- Directly managed high-volume production workflows, overseeing the quality control and pre-press QA of print and digital collateral for flawless event output.
- Designed a standardized DAM (Digital Asset Management) system, successfully reducing asset retrieval times by 50% and improving team-wide design efficiency.
- Led vendor coordination to oversee complex production and installation phases, guaranteeing technical feasibility and strict adherence to brand guidelines.

Axiom | New York, NY

Environmental Designer – Spatial Branding | Feb 2019 – Feb 2021

- Directed the spatial integration of branded signage across high-traffic retail, gallery, and trade show environments, specializing in diverse substrates including wood, vinyl, and metal.
- Conducted technical site surveys and material audits to ensure 100% precision and environmental compliance during large-scale installations.
- Consulted on technical specifications and finishing recommendations to translate 2D brand concepts into durable, high-impact 3D physical displays.
- Managed on-site installation teams, ensuring all project milestones were met with extreme precision and zero errors.

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.

Skills

Core Competencies

- End-to-End Production Lifecycle
- Go-to-Market (GTM) Strategy
- Cross-Functional Brand Leadership
- Vendor & Agency Management
- Art Direction and Retail Communications
- Visual Merchandising Strategy

Technical Expertise

- Pre-Press Artwork Development
- Adobe Creative Suite (ID, AI, PS)
- 3D Fixture Visualization (SketchUp)
- Pre-Press Quality Control
- Print Vendor Management

Languages Spoken

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

Education

B.A in Business & Graphic Communications

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

Certificates

Adobe Pro Certificate

Adobe InDesign - May 2024 Adobe Online Course