



Name

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Address

982 w 11th
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Education

2004 – 2007

Art Center College of Design
Bachelors Fine Arts

WEBSITES



Joonthegoon.com



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Joon Alvarado



JUAN ALVARADO

SENIOR CONCEPT ARTIST

Innovative and versatile designer with a passion for transforming ideas into visually compelling creations. Specializing in illustration, graphic design, branding. I bring a unique blend of creativity and technical proficiency to every project. With a keen eye for detail and a dedication to client satisfaction, I thrive in dynamic environments where I can apply my skills to deliver exceptional results. Let's collaborate to bring your vision to life.

WORK EXPERIENCE

2021-Present

Senior Concept Artist

Moose Toys

- Proficient in conceptualizing and sketching original ideas for characters, environments, props, and costumes.
- Experienced in translating client briefs and narratives into visually stunning concept designs.
- Skilled in creating mood boards, storyboards, and style guides to establish the visual direction of projects.
- Work closely with cross-functional teams, including product managers, engineers, and marketers, to ensure alignment and effective communication.
- Continuously update your knowledge of design trends, tools, and best practices.
- Versatile in adapting artistic styles to suit different project requirements and target audiences.

2019-2021

Lead Creative Designer

Pacific 6

- Lead creative designer across all print, digital and social media assets including large scale initiatives for all umbrella companies.
- Worked hand in hand with marketing strategy team to produce and roll out effective print and digital ad campaigns, improving hospital emergency awareness by 80%.
- Revamped marketing strategies for clients specifically to promote the brand through social media.

2013 – 2019

Senior Graphic Designer

Siltanen & Partners Advertising

- Lead fully integrated (TV, print, digital, social, OOH) projects from start to completion by coordinating with internal departments to help deliver final assets while working within deadline and budget for a variety of clients and new business pitches: Amazon, Togos, Suzuki, Panda Express, Coldwell Banker, Skechers, VTech, and Wine.com
- Created entire illustrated campaign that ran nationwide within stores, digital and social for Togos to amplify awareness of their new product launch.
- Created frame by frame assets for web animations and storyboards using Procreate and After Effects.
- Saved the agency \$50K+ by no longer outsourcing storyboard needs, and utilizing my skills to develop in house.

