



JOON ALVARADO

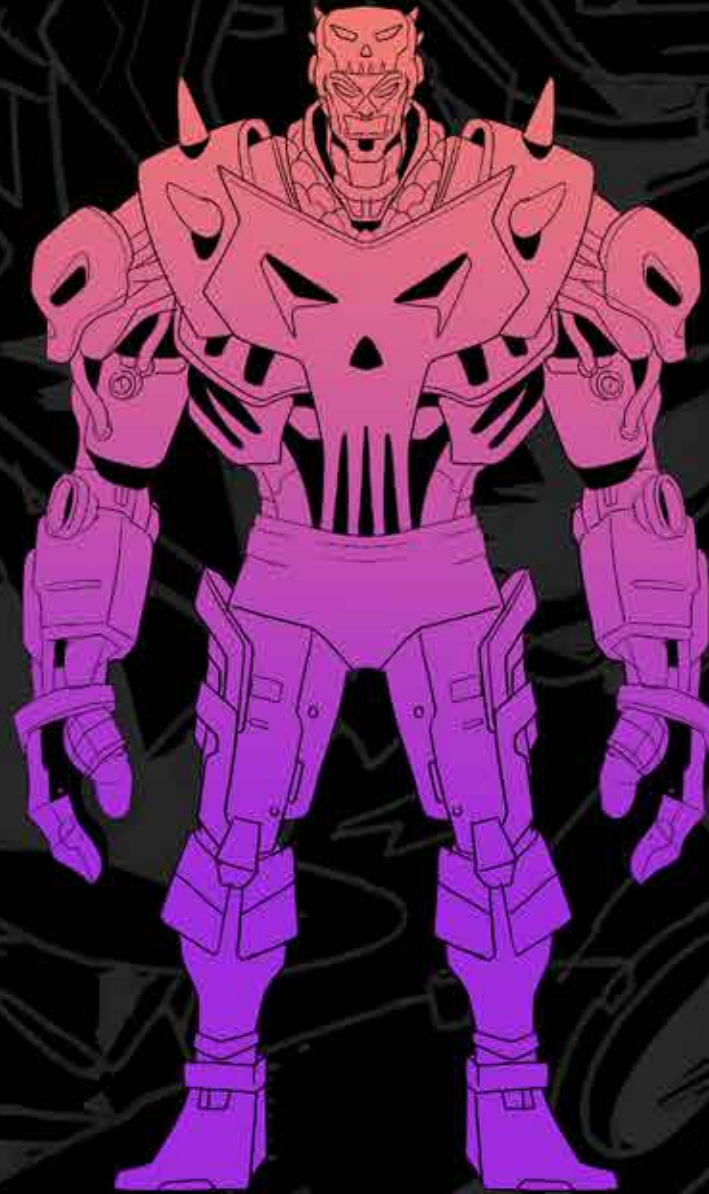
CONCEPT ARTIST

BOOMBOX



100N
NOON

NEON
BLUE



NEON BLUE



SINNERS



**BEAT TO
SHIT**



LICENSED CHARACTER DESIGNS

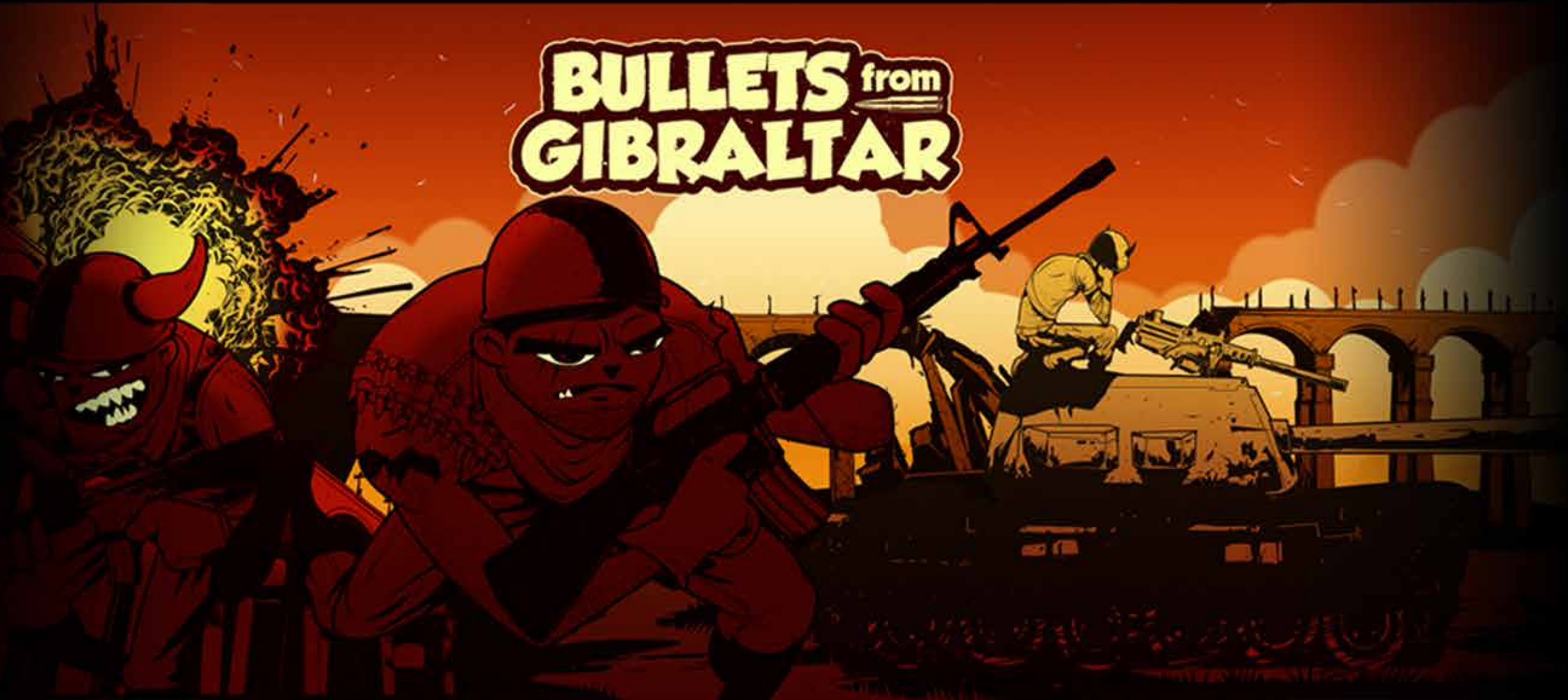
**BEAT TO
SHIT**



LICENSED CHARACTER DESIGNS



BULLETS from GIBRALTAR



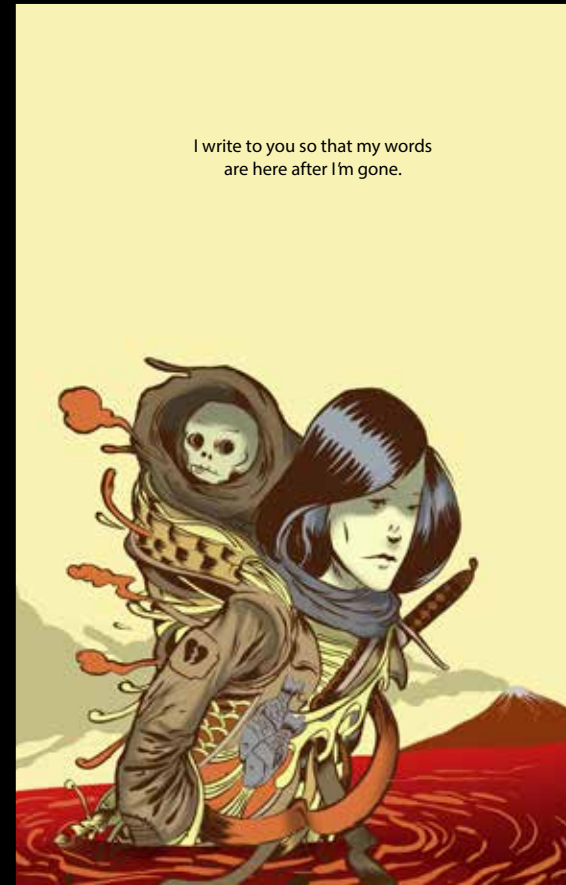
MATERNAL INSTINCTS



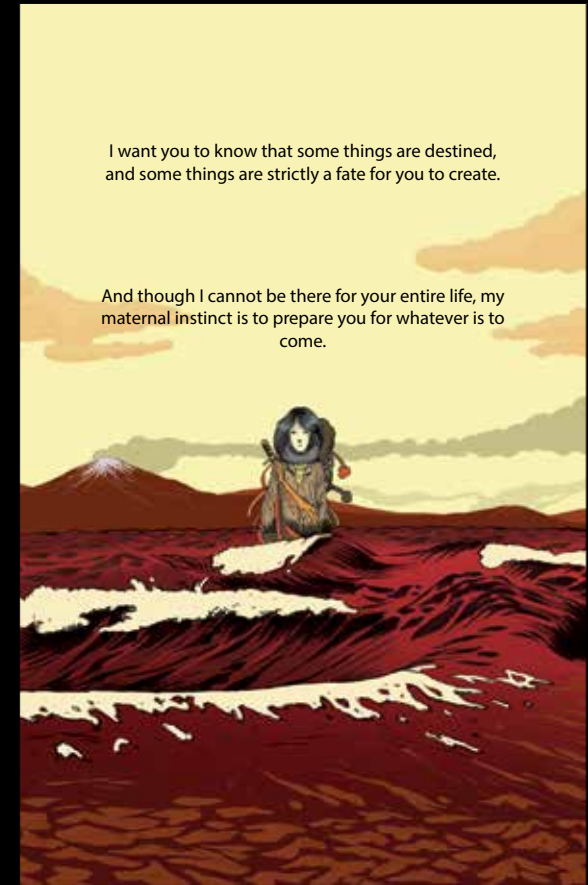
My son, my love, my all.



I write to you so that my words
are here after I'm gone.



I want you to know that some things are destined,
and some things are strictly a fate for you to create.



And though I cannot be there for your entire life, my
maternal instinct is to prepare you for whatever is to
come.

I have often let it consume me.

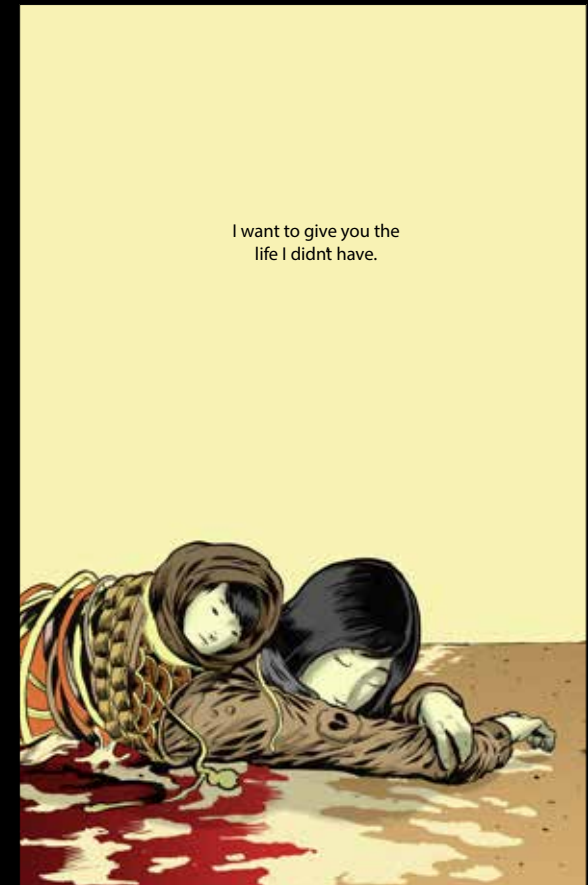


I am no longer that person.

I want you to know that no obstacle
exists that you cannot defeat.



I want to give you the
life I didn't have.





 Name
Juan "Joon" Alvarado

 Email
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 Address
San Pedro

Education

2004 - 2007
Art Center College of Design
Bachelors Fine Arts

WEBSITES



Joonthegoon.com



[@joon_the_goon](https://www.instagram.com/joon_the_goon)



[Joon Alvarado](https://www.linkedin.com/in/joonalvarado)

JUAN ALVARADO

Senior Designer and Creative Lead with over 9 years of experience in brand development and product design. Expert in building style guides and brand toolkits for major entertainment and consumer goods properties. Strong background in character art, fashion trends, and commercial storytelling. Proven ability to lead design teams and manage external agencies while delivering high quality creative assets under tight deadlines.

WORK EXPERIENCE

Senior Product Designer 2021-Present Moose Toys

- Lead character design and creative direction for physical toys and collectibles from initial concept to final production.
- Work directly with international factories to manage production timelines and ensure final products meet brand standards.
- Act as design lead for cross functional teams to align creative vision with business goals.
- Develop visual concepts for new product lines by translating brand DNA into tangible design assets.
- Manage high volume workflows and iterate on designs quickly to meet evolving project requirements.

Lead Creative Designer 2019-2021 Pacific 6

- Directed design campaigns for digital, print, and event platforms to increase brand awareness.
- Created detailed style guides and brand toolkits to ensure a consistent look and feel across all consumer touchpoints.
- Conducted market research on cultural and fashion trends to keep creative output relevant and competitive.
- Led creative brainstorming and mentored junior designers to maintain a high standard of work.
- Delivered complex design projects on schedule while balancing needs from multiple stakeholders.

Senior Graphic Designer 2013 - 2019 Siltanen & Partners Advertising

- Developed layouts and visual concepts for large scale advertising campaigns and national brands.
- Handled storyboarding for commercials, turning scripts into visual sequences for production teams.
- Designed social media content and assets that aligned with current pop culture and design trends.
- Worked in a high pressure agency environment with constant deadlines and quick turnaround times.
- Collaborated with art directors and copywriters to build cohesive brand stories for various clients.
- Cross-Functional Collaboration: Partnered with Art Directors and Copywriters to bridge the gap between abstract brand strategy and final, commercially viable creative output.