

Carlos Novoa  
+1 561-376-6566 + Los Angeles, California  
e@carlosantonio.net + carlosantonio.net

## WORK EXPERIENCE

---

**Fugazi Amici** | Los Angeles, CA

*October 2021 - July 2023*

Lead Graphic and Technical Designer

- Designed custom typefaces, repeating textile patterns, and original prints. Managed all digital assets and formatted them for large scale production runs.
- Elevated the brand's visual identity to secure placement in top tier global retailers such as DSM.
- Led the development of new products, creating flats and comprehensive tech packs in Adobe Illustrator.
- Developed digital assets for social media, using 3D and motion design to build a modern and recognizable visual identity.

**Siberia Hills** | Los Angeles, CA

*June 2020 - August 2021*

Graphic Designer and Video Marketing Lead

- Designed apparel and accessories for collections, diffusion lines, and high-profile artist collaborations.
- Prepared artwork for production by handling all color separation for garment applications, print placement guides, and Pantone selection.
- Handled CRM and email marketing to drive engagement for special events, new releases, and sales.
- Created high converting web layouts in Figma, providing the development team with detailed specs for HTML/CSS and Shopify Liquid implementation.
- Conceptualized and authored creative briefs for multi-channel marketing campaigns, producing motion graphics and short form video content to increase brand awareness on social media.

**The Upledger Institute** | Palm Springs, FL

*October 2019 - March 2020*

Media & Video Specialist

- Edited high volumes of long form educational content for medical instruction.
- Managed the organization of media within their internal file systems and optimized all content for streaming.

## PROJECTS

---

**Personal Brand** | Los Angeles, CA

*June 2021 - January 2026*

- Directed the development of each product, ensuring accuracy through comprehensive tech packs.
- Built demand and high secondhand market valuation by leveraging community driven marketing and seeding programs.
- Curated a distinct visual identity that focused on storytelling through aesthetics to play into familiarity.

**Freelance Artist** | Los Angeles, CA

*January 2020 - Current*

- Produced short form videos and social content for a range of businesses and musicians.
- Developed apparel for artists and creators, maintaining brand consistency across a diverse set of styles.
- Executed commercial photoshoots and post-production digital retouching for DTC storefronts.