

CONTACT

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WEBSITE
carloslao.com

SKILLS

- Illustration
- Photoshop
- Illustrator
- InDesign
- Premiere
- Encore
- Acrobat
- Bridge
- After Effects
- Clip Studio
- Procreate
- Typography
- Project Management
- Word
- Excel
- Powerpoint
- HTML
- CSS
- Joomla CMS

EDUCATION

School of
Visual Arts
Illustration major
BFA

LANGUAGES

Fluent in Spanish

EXPERIENCE

MARVEL ENTERTAINMENT, LLC, NEW YORK, NEW YORK PRODUCTION COORDINATOR/ DESIGNER EDITORIAL ASSISTANT

MAY 2015- PRESENT
OCTOBER 2014- MAY 2015

- Spearhead collaboration with editorial teams to ensure timely setup and dispatch of books, adhering to strict schedules.
- Supervise and delegate tasks within the art department to optimize creative workflows and maintain quality standards.
- Play a pivotal role in shaping the visual identity of new publications by collaborating closely with editors to define artistic direction.
- Assume leadership responsibilities in the absence of the department Manager, demonstrating effective team management.
- Ensure the artwork received meets rigorous printing standards, guaranteeing high-quality output.
- Collaborate with talent relations to meticulously track the status of variant covers.
- Design captivating book covers for esteemed series like Spider-Man, Iron Man, and Star Wars, displaying an innate understanding of branding.
- Craft logos, credits, and letter pages for diverse series, enhancing the visual appeal and cohesiveness of each publication.

PRESSMAN TOY CORPORATION, NEW YORK, NEW YORK ASSISTANT ART DIRECTOR SENIOR GRAPHIC DESIGNER JUNIOR GRAPHIC DESIGNER

JUNE 2009- AUGUST 2014
JUNE 2004- AUGUST 2009
AUGUST 2002- JUNE 2004

- Assumed leadership in the absence of the Art Director, effectively guiding the design team and ensuring project continuity.
- Played a hands-on role in video editing for promotional content, underscoring versatility and multimedia proficiency.
- Conceptualized and executed compelling designs for retail game packaging, puzzles, PDQs, and instructions.
- Developed consumer product brand logos, incorporating strategic branding elements for market impact.
- Planned and supervised product photoshoots, ensuring top-tier visuals for marketing materials and packaging.
- Collaborated with licensor using style guides to deliver products that resonated with diverse audiences.
- Coordinated with product engineers to determine optimal die line sizes and printing methods for various projects.

ACHIEVEMENTS

- Engineered an optimized project management workflow that significantly boosted team productivity.
- Pioneered a centralized template repository for different book formats, streamlining information dissemination to freelance illustrators.
- Implemented an in-house design solution for the company website, leading to cost savings exceeding \$20,000.
- Enhanced art department efficiency through the establishment of a file server for archiving and seamless file exchanges.