

# AXEL FEBLES

GRAPHIC DESIGNER | CREATIVE DIRECTOR | BRANDING & VISUAL IDENTITY

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 Bayamón, Puerto Rico

## Summary

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Image and Design Specialist with over 15 years of experience in visual identity, branding, and advertising across industries including retail, food, pharmaceutical and professional services. Skilled at turning project requirements into clear and effective designs that reflect a company's message and align with brand values and business goals. Has worked closely with sales and marketing teams to create visuals that connect with customers and support company objectives, increase leads and conversions. Focused on using design to communicate ideas in ways that are both meaningful, practical and delivers measurable results.

## Experience

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**Graphic Department Manager, Creative Director, Graphic Designer** – Labels Masters – San Juan, Puerto Rico  
February 2020 – Present

- Managed the manufacturing process of flexographic printing plates and negatives providing all major pharmaceutical companies in Puerto Rico, and clients in the corrugated, food, household, and industrial markets.
- Supervised a team of graphic designers, flexographic printing plates manufacturing personnel and a flexographic press machine operator, streamlined the plates manufacturing process, reducing errors by 90%; ensured pharmaceutical clients' strict specs guidelines were met, reducing compliance issues by 100% each year period.
- Led the creation of new brands and the development of visual identities, working directly with new clients from the initial brief to the final delivery, ensuring alignment with brand strategy, creative vision, and marketing objectives throughout every stage of the design process.
- Oversaw the design, implementation, and execution of creative solutions and designs across a wide range of advertising applications—including commercial roll labels, large-format signage, banners, signs, and vehicle graphics.

**Missionary Aviation Volunteer Service** – (Career Break) – Bolivia  
October 2017 – November 2019

**Creative Director, Graphic Designer** – Mountain Sky – Sandpoint, Idaho, USA  
February 2015 – September 2017

- Led the graphics department, in charge of design, printing, and installation of large-format signage and decals.
- Designed conceptual ideas for logos, advertising ads, restaurant menus, hotel directories and magazines.
- Oversaw the pre-press, proofing, and CMYK printing processes for clients' advertising and marketing materials.
- Crafted creative briefs alongside clients to strategically shape ideas and visual concepts that establish strong, value-driven brand identities.

**Creative Director, Graphic Designer, Advertising Photographer** – Mikart – Atlanta, Georgia, USA  
October 2003 – April 2014

- Collaborated in the creation and in charge of the in-house Creative Department for this Contract Pharmaceutical Manufacturing company, facilitating cost-effective advertising strategies, reducing dependency on external agencies by 90%, reducing advertising/marketing expenses by 85% and owned 100% control of the creative direction.
- Directed the creative process, branding, and advertising efforts, collaborating closely with sales and marketing specialists to achieve measurable results.
- Collaborated with subject matter experts to create a 15+ instructional videos and detailed training dossiers interactive system, facilitating a deeper understanding of SOPs and best practices across teams.
- Produced professional products images for advertising campaigns, supporting both in-house and client marketing efforts.
- Transformed complex pharmaceutical data into visually engaging interactive presentations for use in industry events and customer meetings.

## Education

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**Bachelor of Fine Arts** specialized in **Image & Design** (CumLaude) – EAPD, School of Arts and Design of Puerto Rico  
August 1993 – May 1998

## Skills

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**Hard Skills:** Adobe Creative Cloud, Design Fundamentals and Theory, Typography, Logo Design, Color Theory, Layout and Composition, Artistic Direction, Creative Strategy and Concept Development, Photography and Image Editing, Offset and Flexographic Printing Production and Prepress Knowledge, Bilingual (English-Spanish).

**Soft Skills:** Strategic Thinking, Refined Aesthetic, Critical Thinking, Problem-Solving and Decision-Making, Feedback Reception and Constructive Criticism, Creative Vision and Conceptual Thinking, Communication and Presentation, Leadership and Team Management, Adaptability and Flexibility, Emotional Intelligence and Empathy, Collaboration and Teamwork, Time Management and Prioritization, Client Relations and Customer Service, Organizational Skills.

## Awards

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**Carlos Collazo Mattei Medal of Honor** – University award to the excellence in Digital Image & Design.  
**USAA AWARD** – National winner in Arts. National commemorative recognition by the United States Achievement Academy.