

Axel Febles

BFA IMAGE & DESIGN

GRAPHIC DESIGNER | VISUAL IDENTITY DESIGNER | BRAND STRATEGIST

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Summary

Image and Design Specialist with twenty five years of experience in Visual Identity Design, Branding and Graphic Design across digital, and printed media, specializing in brand development and visual strategy. Adept at building cohesive visual identities from concept to execution aligning artistic direction with strategic goals, with a versatile design approach, keen eye for detail, and a passion for storytelling through design that drives engagement and results.

Education

Escuela de Artes Plásticas y Diseño de Puerto Rico (School of Plastic Arts and Design of Puerto Rico) 1993-1998
BFA - Bachelor of Fine Arts specialized in Image and Design (Cum Laude, Honor Corp Member)

Work Experience

Graphic Department Manager, Creative Director, Graphic Designer 2020 - Present
Label Masters, PR Packaging, LLC - San Juan, Puerto Rico

- Supervising a team of graphic designers, flexographic printing plates manufacturers and flexo press machine operator.
- In charge of the manufacturing process of flexographic printing plates and negatives for the corrugated, food and pharmaceutical industry supplying all major pharmaceutical companies in Puerto Rico including Viatris (former Pfizer), Abbvie, West Pharma, Becton Dickinson, BASF & Customed.
- Head of the creative process, implementation and execution of designs for a wide range of advertising applications including commercial roll labels, large format signage, signs & banners, vehicle graphics and corporate visual identities.

Missionary Aviation Volunteer Service - Career Break 2017 - 2019
Bolivia

- Missionary Aviation self-supporting volunteer providing humanitarian aid to people in remote areas.
- Housing construction and volunteer health services, evangelistic seminars and humanitarian aid to low-income people.

Creative Director, Graphic Designer 2014 - 2017
Mountain Sky Signs & Printing - Sandpoint, Idaho

- Creative Department Lead in charge of the creation of graphics and designs and working directly with sign makers supervising the installation of advertising decals and large format signage in a team environment often to tight deadlines.
- In charge of the pre-press and printing process (CMYK) and proofing of clients brochures and corporate materials.
- Designing conceptual ideas and logos, illustrations and layouts for a vast arrange of advertising ads, marketing campaigns, signs, banners, in-house materials, billboards, restaurant menus, hotel directories and magazines.
- Working to customer briefs, conceptualizing ideas and designs to portrait the initial strategy and reach the final goal.

Creative Director, Graphic Designer, Advertising Photographer 2003 - 2014
Mikart, LLC - Atlanta, Georgia

- Lead of the creative process and advertising efforts (print and online) for a dedicated contract pharmaceutical manufacturing company, working directly with a team of sales and marketing specialists.
- Concept, layout, design and implementation of the company website, collateral and advertising printed materials.
- Design and execution of interactive presentations for pharmaceutical industry annual trade shows and customers products.
- In charge of all advertisement photography for the company and customer products.

Skills

Hard Skills: Adobe Creative Cloud, Branding, Marketing, Typography, Logo design, Color theory, Composition, Offset & Flexo printing, Proof-reading, Digital Photography. **Soft Skills:** Idea generation, Strategic thinking, Eye for Layout and attention to detail, Creative problem solving, Adaptability, Collaborative team player, Time management, Organizational and leadership, Excellent communication, Refined aesthetic, Purpose-driven designs.

Awards

Carlos Collazo Mattei Medal of Honor
University award to the excellence in Digital Image & Design

USAA AWARD
National award winner in Arts. A national commemorative recognition by the Unites States Achievement Academy.

*For a complete personal profile including work experiences prior to 2003 visit my Linked In page.
To see some of my works visit my online portfolio at www.feblesdc.com*