



# Guillermo Villarreal



gvdesign.net



gvillarrealdesign@gmail.com



Seguin, TX 78155



830.556.0892

## Professional Summary

Experienced Graphic Designer with over six years of expertise in package design, branding, logo creation, and marketing materials development. With a proven track record of crafting captivating visuals that enhance brand identity and drive engagement, I excel at conceptualizing and executing designs that leave a lasting impression. Proficient in Adobe Creative Suite, I bring a blend of creativity, strategic thinking, and technical skills to every project. From conceptualization to final production, I thrive on transforming ideas into visually compelling solutions that meet client objectives and resonate with target audiences.

## Skills

- Package Design
- Branding
- Brand Identity
- Corporate Identity
- Digital Illustration
- Layout
- Photography
- Print Production

## Technical

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Microsoft Power Point
- SketchUp

## Work Experience

### **Wild Hemp** (Lead Graphic Designer)

04/2023 to 05/2025

- Created high-quality graphics, illustrations, and visual assets for print and digital campaigns.
- Designed packaging across various sub-brands in the CBD and tobacco space.
- Developed product mockups and web-optimized images for eCommerce.
- Designed trade show booth backdrops for industry events.
- Managed multiple projects simultaneously in a fast-paced environment.
- Collaborated with designers to develop creative concepts and layouts aligned with brand goals.
- Ensured design consistency and adherence to brand guidelines across all projects.

### **X20** (Graphic Designer)

06/2021 to 04/2023

- Updated existing packaging and created new designs for upcoming products.
- Designed marketing collateral including brochures, catalogs, digital banners, and ads.
- Produced print-ready files adaptable for digital use.
- Photographed products and created realistic mockups for marketing and web use.

### **America Juice Co.** (Production Graphic Designer)

04/2019 to 06/2021

- Prepared print-ready files for in-house brands and white label clients.
- Translated abstract concepts into polished promotional and sales materials.
- Designed themed graphics for social media, marketing, and POS ads under the creative director's direction.

## Education

### **Bachelor of Fine Arts in Graphic Design**

**Art Institute of Dallas**

03/2016