

EDGAR TAPIA

SENIOR GRAPHIC DESIGNER | BRAND • CAMPAIGNS • CREATIVE OPERATIONS

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PROFESSIONAL SUMMARY

Senior graphic designer and creative production leader with extensive experience creating brand, campaign, presentation, advertising, digital, and print communications across multiple brands and client environments. Combines hands-on Adobe Creative Cloud expertise with brand stewardship, creative direction, workflow management, outside-designer coordination, and rigorous quality control.

Experienced managing high-volume creative work across distinct visual identities while balancing competing priorities, stakeholder requirements, and fast deadlines. Resourceful and highly organized, with a strong record of improving creative operations and applying AI-assisted tools to increase efficiency and creative capabilities.

CORE SKILLS

Graphic Design • Brand Identity & Visual Systems • Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Advertising & Campaign Creative • Presentation & Deck Design • Digital & Social Assets • Logo Design • Brand Standards • Multi-Brand Creative • Typography & Visual Hierarchy • Creative Concept Development • Art Direction • Creative Operations • Project & Workflow Management • Outside Designer & Vendor Coordination • Stakeholder Collaboration • Production-Ready Artwork • Proofing & Quality Control • AI-Assisted Creative Workflows

PROFESSIONAL EXPERIENCE

TEMPUR SEALY INTERNATIONAL • JAN 2022 – APR 2026

Senior Graphic Designer & Production Manager

- Directed daily creative workflow and hands-on design production for four distinct consumer brands, maintaining each brand's visual identity across retail, digital, print, presentation, promotional, and packaging communications.
- Managed 90+ creative requests per month from brand managers, marketing leadership, and sales teams, moving projects from initial direction through revisions, approvals, production, and final delivery.
- Designed and oversaw national campaigns, digital assets, catalogues, presentations, advertising, posters, retail signage, wall graphics, in-store banners, point-of-sale programs, and packaging.
- Supported national marketing programs for Costco, Sleep Country, The Brick, Leon's, and approximately 300 independent retailers across Canada.
- Applied independent creative judgment to typography, imagery, layout, messaging, and visual direction across different brands, audiences, campaigns, and formats.
- Collaborated with marketing and sales stakeholders to clarify objectives, recommend creative solutions, manage feedback, and maintain alignment throughout each project.
- Coordinated external vendors and production partners and served as a quality-control point for creative and production work, strengthening proofing procedures and eliminating reprints over four years.
- Introduced AI-assisted creative tools that saved approximately five hours per week, improved image retouching and ad creation, and reduced stock-photography costs.
- Implemented a job-management platform that improved workflow visibility and collaboration; reduced production costs by 20% through strategic sourcing and production planning.

RETAIL COUNCIL OF CANADA • FEB 2012 – NOV 2020

Senior Graphic Designer & Print Buyer

- Designed and produced brand, campaign, advertising, presentation, publication, event, and digital communications for a national organization serving 45,000+ members.
- Contributed to RCC's corporate rebrand and implementation of its updated visual identity across organizational communications.
- Applied brand standards, typography, imagery, and information hierarchy across a broad range of communications while maintaining a consistent visual identity.
- Supported more than 10 national events, launches, and campaigns annually, managing multiple creative requirements, revisions, deadlines, and final deliverables.
- Collaborated with internal stakeholders and coordinated outside designers, printers, and suppliers to maintain creative quality and efficient project handoffs.
- Managed print buying, quotes, specifications, budgets, vendors, and production, reducing printing costs by 30% in the first year.

ADDITIONAL RELEVANT EXPERIENCE

XEROX BUSINESS SERVICES (XBS)

Senior Graphic Designer

- Worked within Xerox's embedded internal agency model, delivering creative services directly to multiple corporate and enterprise client teams.
- Created executive presentations, client-facing decks, marketing collateral, advertising, proposals, print materials, and digital communications for Pfizer, Eli Lilly, Staples Canada, Canadian Tire, Royal LePage, Fairmont Royal York, and Xerox Corporate.
- Worked across distinct client identities and brand standards, adapting creative direction, typography, imagery, layout, and production requirements to each organization.
- Collaborated directly with client and marketing teams to understand objectives, manage feedback and revisions, and deliver accurate creative under demanding deadlines.
- Designed 100+ stationery templates for a Staples Copy & Print Centres print-on-demand rollout and managed external production sourcing for offset, large-format, and promotional projects.
- Increased graphic-design-services revenue by 60% during a Pfizer engagement and developed the Eli Lilly Document Advisor program, generating \$30,000+ in new monthly revenue and expanding the account by 25%.
- Earned PAAB certification for pharmaceutical marketing work and received multiple creative honours, including first place in the Premier Eagles Club Design Award competition.

EDUCATION

Bachelor of Fine Arts – Emphasis in Graphic Design

TECHNICAL SKILLS

Adobe InDesign • Adobe Illustrator • Adobe Photoshop • Adobe Acrobat • Microsoft Office • Smartsheet • WordPress • WooCommerce • Syndigo • AI-Assisted Creative Tools • Prepress & Print-Production Workflows

LANGUAGES

English - Fluent – Spanish - Native