

Andres Garcia

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RELEVANT EXPERIENCE

Intrefied | Visual Arts Accelerator & Events Platform

Los Angeles, CA

Founder & Creative Director

December 2025 – Present

- Designed the business's art accelerator cohort program, resulting in educational materials, 6 guest lecturers, funding and resource allocation for 6 artists, and an art exhibition attended by 98 people, backed by a venue and 2 food sponsorships.
- Art directed and shot artist portraits and process work, in addition to setting documentation standards artists followed to capture their own progress for socials, the documentary, and marketing.
- Led development of Intrefied's visual identity and design language with a freelance designer, and applied it across graphics, social media, content creation, and website through Figma.
- Secured \$4,000 Angel City Business Lab Grant following a 3-month startup accelerator program that resulted in selection to the program's advanced labs.

Los Angeles County Metropolitan Transportation Authority

Los Angeles, CA

Event Strategist & Designer – Employee Engagement (HR)

September 2025 – Present

- Design presentation, communication, and event materials using Canva and Figma for agency-wide events, socials, and engagement programs.
- Developed the visual identity for MVP, the agency's employee deployment program, presenting concepts to leadership for approval and applying them across the portal, signage, print, and email communications for the 2026 FIFA World Cup, Dodgers Parade, D-Line Extension, NBA All-Star, and A-Line Extension.
- Analyzed MVP sign-up and assignment data in Excel and PowerBi for 2026 FIFA World Cup to build, maintain rosters, and send out mass updates for 4,709 employee shifts across game days.
- Spearheaded redesign for the Chief People Office (HR) SharePoint site through the creation of 18 low-to-high fidelity Figma mockups, updating page layouts, graphics, and language.

USC Athletics | Sports Marketing

Los Angeles, CA

Digital Marketing Intern

September 2024 – May 2025

- Built pages and uploaded video content on usctrojans.com and galencenter.org using HTML and CSS on SIDEARM CMS to show up-to-date information on all sites including games, football media center, player bios, and special events within USC's 21 varsity programs.
- Utilized PhotoShelter internal library software to update digital content on athletics' website, social media, and train AI software to streamline player identification.
- Strategized engagement and marketing efforts for ~430,000 football attendees by managing the Legions Pass app, USC Game Day app notifications, and supporting content development at USC Football home games.

University of Southern California | Guest Speaker

Los Angeles, CA

Marketing and Design Consultant

October 2024 – Present

- Developed teaching materials for 130 students for Marketing and UI/UX courses at USC using Figma and Canva.
- Approached by three USC student organizations to lead human-centered design and creative marketing workshops.

LEADERSHIP

Spark SC | USC Entrepreneurship Club

Los Angeles, CA

President & Project Manager

September 2023 – May 2025

- Led 50+ students to promote entrepreneurship to over 20,000+ undergraduate students in 11 committees.
- Onboarded 18 project managers on marketing, leadership strategies, funding and sponsorships, and outreach through weekly meetings to ensure that their committees were best equipped to execute their projects.
- Developed financing strategies and pitch deck templates, resulting in over \$21,000 in sponsorships.
- Led 12 marketing graphics and a grassroots marketing campaign using Adobe Premiere, Canva, and Figma, resulting in over 11,000 views on social media.

EDUCATION

University of Southern California, Marshall School of Business

Los Angeles, CA

B.S. Business Administration, Marketing Concentration; Product Design Minor

SKILLS

- Technical Skills: Figma, Photoshop, Lightroom, Illustrator, Premiere, InDesign, Canva, Photography, Webflow (Certified), HTML, CSS, Google Analytics, Power BI, Microsoft Specialist (Certified in Word, Excel, and PowerPoint)