

EDUARDO BECERRIL

Lead Designer / Graphic Arts

Portfolio link

eduardobecerril102.wixsite.com/e247design

Strong design background with 20+ years of experience and a comprehensive understanding of the creative development and production process.

I love the challenge of transforming complex stories and briefs into a compelling visual presentation or in-market campaign.

LEAD DESIGNER - GREEN DOT RETAIL PRESENTS

Jan 2019 – May 2022

- In-House design agency. Collaborate closely with marketing team
- Supporting user research for conducting visual A/B tests
- Conceptualize and execute the creative design strategy behind ad campaigns
- Retail lead designer for Green Dot • GO2bank • Walmart MoneyCard Marketing
- Printed collateral: Retail package • In -store signage • Visa debit cards • Direct Mail
- Create brand guidelines or worked within them
- Worked entirely remotely 2020 - 2022

LEAD DESIGNER - GREEN DOT BUSINESS DEVELOPMENT • B2B

August 2016 – May 2022

- Create compelling, on-brand digital design work for Green Dot Banking as a Service (BaaS) sales and promotions
- Mobile app demo using Sketch, InVision or Figma
- Dozens of business development concepts that lead to a historic pipeline including: Amazon, Google and Stash, as well as contract extensions with Walmart and Intuit.
- Presentation design using PowerPoint
- Trade-show exhibits and more

ART DIRECTOR - GREEN DOT CREATIVE

August 2004 – August 2016

- Supported the Company's growth from a venture backed start-up to becoming a publicly traded company
- Developed the complete and original brand architecture for the launch of Green Dot prepaid cards
- Led design of current award-winning Green Dot prepaid card portfolio
- Developed concepts that won the business of several successful partnerships
- Designed category-leading retail solutions including packaging (Prepaid Debit and Gift Card), displays and signage in Rite Aid, Walgreens, Walmart, C-Stores

GRAPHIC DESIGNER - SPORT CHALET

March – August 2004

In-store Marketing • POP Communications • Store Catalog • Newsletter

GRAPHIC DESIGNER - WHEREHOUSE MUSIC ENTERTAINMENT

2002 – 2004

Design collateral for retail stores: Window signage • In-store promotions • Seasonal catalog

GRAPHIC WEB DESIGNER - BUYBIDWIN.COM

1999 – 2002

Online Marketing • Email Marketing • E-commerce

ASSOCIATE ART DIRECTOR - ROBINSON'S MAY DEPARTMENT STORES

1994 – 1999

Direct Mail: Home & Furniture print catalog • Bedding print catalog



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Most proud of

Package patent - Developed unique retail packaging for Transaction Cards:

- US 8181789 B1
- US 20120292206 A1

IPO - Helped bring Green Dot Corporation to public and wrapping the Wall Street building.

Twice received the Green Dot CEO AWARD - For demonstrating exceptional initiative in contributing by leading and/or developing a project of significant value.

Strengths

Can-Do Attitude

Concept Development

Teamwork

Collaborator

Creativity

Leadership

Presentation Design

B2B

Retail

Branding

Marketing

Print

Packaging

PowerPoint

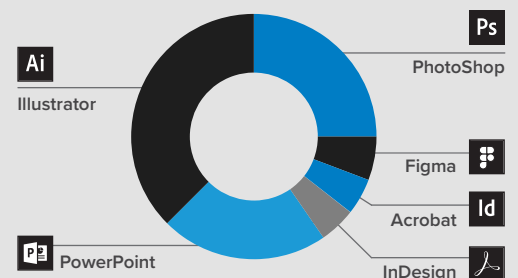
Mobile App Demo

Display

Trade Show

Adobe Creative Suite

Skills



Education

ASSOCIATE OF
SCIENCE PRINTING MANAGEMENT
Los Angeles Trade Technical College

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