



DENNIS VILLALOBOS

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631.796.3996

PROFESSIONAL EXPERIENCE

GOLDEN TOUCH GROUP NOV. 2021 - Senior Graphic Designer

Created original artwork for applied apparel graphics ranging from Women's knits, graphic tees and sweaters; Partnered with Design Managers in conceptualizing trends and needs.

RALPH LAUREN JUN. 2008 - OCT. 2020 Director of Graphics Lauren Ralph Lauren Jan. 2017- Oct. 2020

Created, presented and executed elevated graphic direction for each upcoming season; Partnered closely with Creative Director for strategic direction to ensure a consistent brand message for target audience; Recruited creative talent and supervised outside creative resources; Managed team of freelancers and mentored junior designer to design clear ideas aligned with brand.

Key Accomplishments

- Re-established and designed best selling applied graphics for Lauren Ralph Lauren, Lauren Ralph Lauren Factory and Chaps.
- Partnered and developed re-branded all denim in-store marketing including design style guidelines and templates.
- Spearheaded the redesign of the Lauren Ralph Lauren athleisure logo.

Senior Graphic Designer/ Director of Men's Graphics Denim & Supply RL Jun. 2008 - Dec. 2016

Created artwork and presentation material for graphic direction for upcoming seasonal trends; Produced and implemented design solutions for various projects including hang-tags, labels, patches, pins and event marketing; Managed and delegated tasks to junior designer to design and meet fast paced deadlines that align with brand.

Key Accomplishments

- Promoted from Senior Graphic Designer to Director in 2015

- Collaborated with Men's team members to deliver a successful and improved Men's Line. Men's Knits and Graphic Tee business was an integral part of Denim & Supply RL success.
- Created and generated original graphic blanket and hangtag design collaboration with Denim & Supply RL and Fairbault Woolen Mill Co .

AEROPOSTALE DEC. 2001 - JUN. 2008 Graphic Designer /Senior Graphic Designer

Created original artwork for applied apparel graphics ranging from Men's and Women's knits, to graphic tees and accessories; Partnered with Design Managers in conceptualizing seasonal trends.

Key Accomplishments

- Designed and refined the A87 Aeropostale logo.

PROFESSIONAL FREELANCE EXPERIENCE

Collaborated with clients from various companies: Frye, Northface, Gap, R-13, Banana Republic Factory

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

New York, New York

**Bachelor of Fine Arts, Graphic Design
Associate Degree, Advertising Design**

SKILLS

Adobe Creative Suite
PLM
Logo Design
Knowledge of Print Development and Graphic Application Techniques
Knowledge of Trim Development
Fluent in Spanish