



# PATRICK BARRAGÁN

ART DIRECTOR, DIGITAL DESIGNER, VIDEO EDITOR



## PROFILE

Driven and inventive creative with 8+ years of experience in Art Direction, Digital Design and Video Editing.

Originally from Connecticut, Patrick has spent the last fifteen years in New York City developing a curiosity and passion for all things design, photography and tech-related.

## CONTACT

**Location**  
Brooklyn, NY

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**Portfolio**  
www.patrickbrianbarragan.com

## SKILLS & EXPERTISE

Photoshop	██████████
InDesign	██████████
Premiere Pro	██████████
After Effects	██████████
Final Cut Pro	██████████
Teamwork	██████████

## EXPERIENCE

2019 - 2022 **Digital Design Officer**  
*International Rescue Committee*

- Partner with all clients, both domestically and internationally, to conceptualize and implement compelling best-in-class products.
- Spearhead the art direction and execution of digital fundraising campaigns for the creative studio and partners.
- Develop and articulate compelling creative ideas/treatments with teams and for clients via moodboards and pitch decks.
- Craft thoughtful, creative solutions to address marketing, brand awareness and fundraising needs.
- Create full video packages for social media fundraising.
- Provide visual brand oversight to global markets ensuring the use of our brand identity meets or exceeds guidelines.
- Manage the work of junior designers, freelancers and agencies.

2019 **Senior Digital Designer & Art Director**  
*S'well Bottle*

- Oversee and execute the design of digital creative assets for webpages, emails, social media and online advertising.
- Collaborate, create and pitch concepts for seasonal campaigns, product launches, OOH campaigns and monthly editorial shoots.
- Provide art direction on the day of photo shoots, working closely with digital technicians to make selects and notes.
- Oversee and mentor a group of junior designers and freelancers.

2017 - 2019 **Senior Digital Designer**  
*Kenneth Cole Productions*

- Collaborate, create and pitch concepts for seasonal campaigns and editorial shoots.
- Work alongside photographers to develop web-editorial and social media content.
- Create design guidelines and type-styling on all campaigns while adhering to Kenneth Cole Brand standards.

2015 - 2017 **Digital Designer**  
*Coach*

2013 - 2015 **Digital Production Designer**  
*MAC Cosmetics*

## EDUCATION

2007 - 2011 **Bachelor of Fine Arts, Photography & Imaging**  
*New York University / New York, NY*