

JOSÉ BARRIENTOS

806.679.1044
josebarrientos.com
sr.jbarrientos@gmail.com

Art director/designer, artist, husband, curious problem solver
Imported from Mexico, with a healthy obsession for brand experience
I geek-out over everything design, behavioral change, and guerrilla tactics

EXPERIENCE

Cohn Marketing

Designer + Art Director | May 2015–April 2020

Developed branding, identity marks, collateral, both off-screen and digital, along with full advertising campaigns from concepting to production roll-out, for diverse industry clients. Comfortable doing print as I am websites and UX.

Skills: Design confidence and maturity, efficiency, total team collaboration, love for mentorship, brand identity and brand development, behavioral change campaigns.

Client List: City of Black Hawk, CDOT, Serramonte Mall, Wood Development, Lerch Bates, Urban Villages, Functional Remedies, The Clinic, Seed and Smith Dispensary, Condit, Five Points Development, One Daytona Development, Downtown Superior, Galleria Dallas and Visit Aurora.

XL Edge

Sr. Art Director | July 2014–April 2015

Developed communication collateral, and branding with focus on diverse audience for larger retail brands.

Skills: Resourcefulness, rapid design execution, delegation, working lean and fast. First real role as design leader, (not successfully, but learned a lot about empathy and teamwork).

Client List: Kroger, Food4Less, Kings Soopers, Ralph's, Jägermeister, Comfort Baby, Laura's Lean Foods.

Heinrich Hispanidad

Jr. Art Director + Art Director | April 2011–July 2014

Developed behavioral change campaigns and branding focused on diverse audience and general market clients.

Skills Leadership, First real agency job, split my time between creating campaigns, mostly for behavioral change clients in the Hispanic/Native American sector with a copywriter and account supervisor. In the general market lots of branding and b2b campaigns.

Client List: CDOT, Wells Fargo, Kroger, Hilton, IMA Financial, Merrick Bank, Macy's, Bloomingdales, PostNet, Humana, WYDOT, Slammer Baseball Clinic.

Sukle

Intern | January 2011–April 2011

Skills: Full immersion into creative environment, creative concepting, working with copywriter, team ideation, conceptual approach, non-traditional tactics and executions.

Client List: Denver Water, Cheyenne Mountain Zoo, Good Times Burger

SKILLS

Adobe Illustrator | Adobe InDesign |
Adobe Photoshop | Graphic Design |
Mentoring | Fluent in Spanish | Research
+ Development | Experiential Activation
| Behavioral Change | Concept + Tactics
| Information Architecture | User
Interface Design | Visual, Verbal, Written
Communication | Research | Copywriting
| Web Design | Cultural Research | Paper
& Pencil | Microsoft | Google Products

AREAS OF EXPERIENCE

Retail	Sustainable
Financial	Industries
Health Care	Sports
Government	Investment
Travel/Destination	Health and
Automotive	Wellness
Behavioral Change	Cannabis
Restaurants	Publishing

EDUCATION

December 2010

Rocky Mountain College of Art and Design (RMCAD) | Denver, CO

Bachelors in Communications Design

May 2006

Amarillo College | Amarillo, TX

Associates of Applied Science in Graphic Design

PASSION

Design for Good | Everything Design
| Sewing | Plein air painting | CafeRacer
Bikes | Disc Golf | Everything Nature
| Music from the 2000s | True Crime
| Random Knowledge/Documentaries
| B-Movie Horror | Pies | Classic Adidas
Allstars | Mountain Biking