



# JUAN CARLOS CONTRERAS

## CREATIVE LEAD & SENIOR PRODUCT DESIGNER

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📍 Burlingame, CA

### SUMMARY

A seasoned Creative Lead and Product Designer with 20+ years of agency experience, I am an expert designer who thrives on crafting and refining pixel-perfect mobile and web applications. Expert at turning complex user ecosystems into clean, intuitive UI—ranging from multi-platform design systems to robust mobile apps. A collaborative partner to engineering and product managers, experienced in running prototyping sessions, co-owning product roadmaps, and delivering polished digital experiences from concept to code.

### PROFESSIONAL EXPERIENCE

#### Principal / Creative Director

Studio Contreras

April 2023 - present

Founded an independent design practice in 2023, delivering digital product design, strategic branding, web experiences, and integrated marketing campaigns for a range of clients.

- Agave Matchmaker — Lead product designer for a multi-featured iOS & Android app for the tequila and agave spirits community.
- PepperMill Tools — Lead product designer for a no-code Operational AI platform. Created entire look-and-feel, design system, multiple user flows for a responsive web-based AI platform.
- NoteGoat AI — Created the identity and website design for an AI-powered note-taking and summarization tool.

#### Associate Creative Director

Publicis Sapient San Francisco

February 2019 - March 2023

Led creative direction for Publicis Sapient on the Intel account, managing the digital experience across core properties. Partnered with designers, engineers, and strategists to execute daily product design and strategic digital projects.

- Intel rebrand - Oversaw and led the digital adoption of the Intel rebrand across Intel.com, including creating a design system, templates and best practices for all digital properties
- Sitewide refinements - Refined the search experience and Intel product catalog prioritizing responsive behavior, updated branding and updated UI.
- Led various marketing campaigns including co-branded efforts with Microsoft and gaming titles like Halo Wars, Overwatch and Rainbow Six.

### KEY ACHIEVEMENTS

#### Mobile App Overhaul

Spearheaded the end-to-end UX/UI redesign of the Agave Matchmaker mobile app, delivering a scalable design system and 200+ screens across iOS and Android.

#### End-to-End AI Platform Design

Architected the complete design system, brand identity and app-building workflow for Peppermill Tools, an enterprise, no-code AI platform.

#### Enterprise Design System Unification

Led the digital brand transformation and created a unified, accessible design system across Intel's global web properties and sub-domains.

### SKILLSET

#### Foundational design skills

Layout design  
Illustration  
Animation  
Icon design  
Typography  
Color theory  
Brand identity creation  
Image editing and retouching  
Marketing campaign conceptualizing  
Print design

#### Digital skills

UI design  
Interactive design  
Motion & animation  
Responsive web design  
Information design  
WCAG accessibility  
HTML/CSS  
Design systems creation & management  
Wireframing  
Prototyping  
Usability testing

## PROFESSIONAL EXPERIENCE - CONTINUED

### Associate Creative Director

Razorfish San Francisco  
2011 - 2019

Starting as Art Director and progressing to Associate Creative Director, I led digital transformations for major enterprise brands. As Design Lead, I spearheaded responsive web rebrands for Choice Hotels and Auth.net, crafting scalable UI systems. I contributed to design system initiatives for Visa.com, HPE, and WellsFargo.com, plus custom tablet tools for PG&E. Additionally, I created digital marketing campaigns for Amazon, Xbox Netflix and Intel.

### Senior Art Director

Young & Rubicam  
2008 - 2011

Worked on interactive, print and TV projects for a variety of clients such as Chevron, NCAA, Dell, Mavericks Surf, AMD and Round Table Pizza. Day-to-day activities included interactive and print design, campaign ideation, motion graphic design, brand identity creation, print and web production. Concepted and art directed TV and photo shoots. Participated in client interaction, mentoring peers and delegating tasks to team members.

### Senior Art Director

Grey San Francisco  
2004 - 2008

Directed interactive, print, and motion design projects for clients including BMW, Nokia, SanDisk, and McAfee. Led brand identity creation, style guide development, and multi-channel production while mentoring designers and managing client relationships.

## Early Professional Experience

Freelance Art Director, Soto Creative, 2002 - 2004

Senior Designer, Maus Haus, 1998 - 2001

Graphic Designer, Studio Contreras, 1994 - 1998

## EDUCATION

BFA, Graphic Design  
California College of the Arts  
1993 - 1997  
San Francisco, CA

## TOOLS

Figma  
Adobe Creative Suite  
Sketch  
Midjourney  
Gemini  
ChatGPT  
Claude

## METHODOLOGY & LEADERSHIP

Product strategy  
User research  
Mentorship/Junior designer coaching  
Agile development  
Cross-functional collaboration  
Project scope & scheduling

