

Kaden Garcia

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PROFESSIONAL SUMMARY

Creative strategist and multidisciplinary designer with experience in startup and agency environments. Skilled in brand storytelling, content development, and video production. Strong collaborator with experience working cross-functionally with engineering, leadership, and external partners.

SKILLS

Creative Strategy
Brand Storytelling
Campaign Development
Motion Graphics (Adobe After Effects, Motion, Premiere)
Digital Design (Photoshop, Illustrator)
Video Production
Presentation Design
Cross-Functional Collaboration
Team Leadership (directing shoots, supervising creatives)

PROFESSIONAL EXPERIENCE

Anchovy — Creative Lead (Promoted from Marketing Coordinator and Creative Intern)

June 2024 – September 2025

- Led creative development for influencer campaigns, nonprofit collaborations, and product-focused video content across social, email, and in-app channels.
- Contributed to brand identity, messaging, and visual strategy post-launch, supporting user growth from 200 to 3,400+ in 15 months.
- Produced motion graphics, marketing videos, onboarding content, and visual assets for product launches and partner activations.
- Developed pitch decks and presentation materials used for product demos and partnership outreach.
- Directed video shoots, coordinated external creatives, and ensured brand consistency across deliverables.
- Collaborated with engineering, founders, and partner organizations to align creative output with product and marketing needs.

Pixel Bakery Design Studio — Studio Manager

September 2023 – May 2024

- Supported the Associate Creative Director with creative strategy, collaborating with designers on campaigns across CPG, beauty, and local business clients.
- Aided in producing internal social content and coordinating calls with potential clients.
- Managed day-to-day operations, scheduling, and inventory of production gear.

Starbucks — Supervisor and Barista Trainer

December 2019 – September 2023

- Led shift operations and trained new baristas while maintaining customer experience standards. Awarded Partner of the Quarter. (July 2023)

EDUCATION

University of Nebraska–Lincoln

Bachelor of Fine Arts, Emerging Media Arts

2024