

OTTO BARRIOS GOMEZ

Senior Graphic Designer | Bilingual Brand & Packaging Design

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PROFESSIONAL SUMMARY

Bilingual (Spanish/English) Senior Graphic Designer with 25+ years of experience leading packaging design, brand identity, and graphic production for the CPG, food, and gaming industries across the U.S. and Latin America. Directed the graphic design department at Parmalat/Lactalis for 15 years, managing brand launches across 3 countries and the full packaging production pipeline for one of the region's largest dairy companies. Combined high-impact creative direction (gaming tables for the World Poker Tour) with hands-on execution in Adobe Creative Cloud and motion graphics, and most recently expanded into UX/UI fundamentals and AI-assisted research, certified in 2025.

PROFESSIONAL EXPERIENCE

Graphic Designer | VOX Nutrition Inc.

02/2021 – 06/2026

West Jordan, UT

- Designed custom labels and packaging for 15+ nutritional supplement products simultaneously, maintaining brand consistency and regulatory compliance across every launch.
- Grew brand reach on social media through a graphics content calendar focused on product promotion, aligning every asset with the company's visual identity.
- Cut design approval turnaround by standardizing reusable label templates, streamlining management of multiple brands within the same production cycle.

Gaming Graphic Designer | TCS John Huxley America

12/2019 – 03/2020

Las Vegas, NV

- Designed visually impactful artwork for casino gaming tables, aimed at maximizing player engagement and retention on the casino floor.
- Designed custom labels and packaging for multiple nutritional supplement brands in parallel, meeting tight production deadlines.
- Produced digital graphics for social media campaigns focused on product promotion and increased brand awareness.

Gaming Graphic Designer | Gaming Partners International

05/2018 – 12/2019

Las Vegas, NV

- Led the creative process end-to-end for a global casino audience, delivering innovative designs deployed across gaming properties internationally.
- Spearheaded the design of gaming tables, chips, and commemorative cards for high-profile events, including the World Poker Tour and Chinese New Year celebrations.

Graphic Designer | JCM Global

03/2017 – 05/2018

Las Vegas, NV

- Developed and executed comprehensive marketing campaigns, strengthening brand image through consistent graphic materials across every touchpoint.
- Led the design of a golf tournament campaign that increased event attendance and secured sponsorships at the national level.
- Produced high-impact motion graphics videos using Adobe After Effects, Illustrator, and Photoshop for global product launches.

Bilingual Graphic Designer | Passion Parties

07/2015 – 01/2016

Las Vegas, NV

- Managed design projects and campaigns in Spanish and English, helping expand the company's client base across both markets.
- Developed key brand visual assets, including the full annual catalog, and executed email and social media marketing initiatives.

Graphic Design & Media Manager | Parmalat / Lactalis Group

08/1997 – 02/2013

Caracas, Venezuela

- Directed the graphic design department for over 15 years, overseeing the complete packaging design (cans, plastic, cardboard, and polyethylene shrink wrap) for the entire product line.
- Designed materials for mass media (magazines, newspapers, billboards) and for the company's full vehicle fleet, plus banners for web advertising. Worked directly with the marketing team on successful product launches.
- Led regional brand image and product launch responsibility across 3 Latin American countries: Colombia, Nicaragua, and Paraguay.

Freelance Graphic Designer — Label & Packaging Designer (Remote) |

Independent

Las Vegas, NV / Salt Lake City, UT

- Collaborated directly with clients across Europe and the Americas (Italy, Nicaragua, Venezuela, and the U.S.) to drive brand development and social media advertising.
- Created high-impact advertising and marketing materials for 12+ brands, with a strong focus on standout packaging design.
- Built a client portfolio including La Perfecta Dairy Foods, LAVESA Dairy Food, Sur American Food, Prollosa Dairy Foods, 3P Foods, Newport Motors, Odiaga Auto Sales, Silver State Taxes & Insurance, Bellissima Lei (Italy), Moca Café (Ecuador), EZ Paella Restaurant (NY), D&D Nutrition, and OTW Safety.

TECHNICAL SKILLS

Adobe Creative Cloud: Illustrator, Photoshop, InDesign, Dimension, After Effects, Media Encoder, Acrobat, XD, Lightroom
UX/UI: Figma, Axure RP 9, Canva

Microsoft Office 365: Word, Excel, PowerPoint

Web Design: Webflow, Atom, Visual Studio Pro

3D & Video: Cinema 4D, Blender, CapCut, DaVinci Resolve, Filmora

Audio: Audacity, OBS

Platform: Mac / PC

Languages: Spanish (native), English (fluent)

EDUCATION

Bachelor of Arts — Graphic Design

Caracas Design Institute — Caracas, Venezuela — 1987

CERTIFICATIONS

- **Fundamentals of UI/UX Design** — Coursera / Microsoft, Oct 2025
- **Using AI for UX Design and Research** — LinkedIn Learning, Oct 2025
- **Cinema 4D Certificate** — Domestika, Jan 2021
- **Autodesk Maya 2020** — Udemy, May 2020
- **Art Direction: Advertising 3D Design** — Crehana, Sep 2020