

Iray Renteria

Art Director

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Professional Profile

Creative and detail-focused Art Director with over 6 years of experience delivering high-quality digital and print artwork in a fast-paced e-commerce environment. Skilled in illustration, typography, and visual storytelling, with a strong foundation in hand-drawn art, photography, and product-focused design. Adept at managing production-ready artwork across multiple mediums, including laser engraving, sandblasting, and full-color printing. Proven ability to streamline workflows, lead collaborative design efforts, and bring artistic concepts to life across platforms.

Areas of Expertise

- 2D & 3D Custom Artwork Design
- Visual Storytelling & Concept Development
- Art Direction & Team Leadership
- Fabrication Communication & Artist Collaboration
- Brand-Aligned Environmental Design
- Digital Illustration & Typography
- Cross-Departmental Creative Execution
- Hospitality, Corporate, and Product-Based Design

Skills Overview

- **Design Tools:** Creative Cloud (Adobe Illustrator, Photoshop, Lightroom)
- **Creative Process:** Concept to production-ready design; layout, hand sketching, mockups, illustrations, photography, digital art, and prep for engraving/print
- **Communication:** Client-facing project updates, collaborative feedback
- **Remote Collaboration:** Proficient in managing distributed creative workflows and communication

Project Impacts

- Directed a team of 8 in producing over 1,000+ custom art pieces annually with a 98% on-time delivery rate.
- Developed narrative-rich award and recognition designs for high-profile events (e.g., Kodak Awards).
- Reduced production errors by 30% through the implementation of QC protocols for artwork proofing.
- Delivered production-ready visuals for engraving, sandblasting, and color print across hundreds of product types.
- Strengthened cross-department alignment between design, production, marketing, and customer service.
- Supported e-commerce storytelling through custom visuals and edited product photography.

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- Proof read and prepared 250+ orders/month, ensuring color accuracy, typography consistency, and alignment with brand and client specifications.

Work History

Art Director

Crystal Plus – Montclair, CA
2021 – 2025

- Oversaw large-scale, high-volume creative output and managed team workflows.
- Led original illustration, typography, and layout development for personalized and event-based art products.
- Directed interdepartmental communication to maintain cohesive brand-aligned outputs.
- Developed visual specs and collaborated with production/fabrication teams to ensure quality execution.

Graphic Designer

Crystal Plus – Montclair, CA
2019 – 2021

- Created production-ready files for engraving, sandblast, and color imprint, optimizing designs for material and print-specific specifications.
- Supported hand illustration enhancements and layout design across multiple materials.
- Created visual assets for web and email marketing content.

Education

Bachelor of Science – Media Arts & Animation
Art Institute of California – Inland Empire

References

Available upon request