

Diego Barrientos

Graphic Designer | UI Designer | Visual Artist

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[Linkedin](#) | [Portfolio](#)

As a Graphic Designer with over a decade of experience, I love creating designs that are both engaging and memorable. Whether it's crafting unique logos, building intuitive interfaces, or developing cohesive branding, I focus on combining creativity with strategy to connect with users. I'm passionate about typography, color theory, and storytelling, always aiming to deliver designs that inspire and leave a lasting impression.

Skills/Tools

Logo design, branding, visual storytelling, layout design, presentation design, and packaging, wireframing, prototyping, journey mapping, persona creation, affinity mapping, card sorting, and usability testing, responsive design, user interface (UI) design, and platforms like Wix, Shopify, and Webflow, art direction, visual identity development, and design strategy, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects), Figma, Keynote, Powerpoint, and Google Suite.

Experience

Bespoke Coach Inc., Los Angeles, CA

Graphic Designer, March 2024 - Present

- Designed luxury branding materials and custom vehicle graphics, achieving a 20% increase in customer engagement by aligning visuals with market trends and brand identity.
- Led cross-functional collaborations and creative sessions, delivering innovative designs that enhanced brand consistency and drove differentiation in the competitive market.

Barrientos Designs, Remote

UI/UX/Graphic Designer, May 2020 - March 2024

- Led user research and redesign initiatives, enhancing website and app interfaces and increasing user engagement through improved functionality and neighborhood-specific features.
- Designed high-fidelity prototypes and wireflows in Figma, streamlining developer handoff and delivering innovative solutions to user challenges.
- Provided freelance design services through Fiverr and independent contracts, creating logos, branding materials, and digital assets for a diverse range of clients while managing projects from concept to completion.

Fine Art, Los Angeles, CA

Independent Fine Artist, February 2016 - Present

- Exhibited paintings across Los Angeles and Southern California, applying expertise in composition, color theory, and visual storytelling to create impactful work featured in private collections and online publications.
- Built a personal brand and e-commerce presence, selling artwork through a website and social media while leveraging digital marketing, branding, and design strategy to engage audiences.

CSUN Career Center, Northridge, CA

Graphic Designer, April 2014 - July 2016

- Developed the "Decision Making" web application, improving user engagement through intuitive design and interactive features.
- Designed promotional print materials and web animations that boosted brand visibility and strengthened community engagement.

Education

MFA in Art

California Institute of the Arts
Valencia, CA

BA in Digital Art

California State University, Northridge
Northridge, CA

User Experience Design Immersive

General Assembly
Remote