

URIEL CORREA

GRAPHIC DESIGNER

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Graphic designer and Illustrator with extensive experience creating integrated brand, marketing, retail, digital, social, print, environmental, and promotional design. Experienced in campaign development, art direction, production design, product photography, illustration, signage, and customer touchpoints for retail and lifestyle.

WORK EXPERIENCE

The Artist Tree | Graphic Designer | 2026

Created visual concepts using typography and imagery to communicate ideas that inform, inspire, and engage consumers.

Developed layouts and production-ready creative for advertisements, brochures, editorial materials, corporate communications, and promotional campaigns.

The Pleasure Chest | Graphic Designer | 2018–2025

Led creative campaign development and produced graphic design for marketing, advertising, social media, and customer-facing communications.

Created promotional materials and customer touchpoints across print and digital channels while maintaining a consistent brand identity.

Produced and retouched product photography for marketing, e-commerce, and promotional use.

Pleasure Med / Irie | Brand Designer | 2023

Developed branding and visual materials for a West Hollywood restaurant, lounge, event space, and dispensary.

Designed logos, menus, posters, murals, event graphics, and supporting promotional materials.

Whole Foods Market | Store Graphic Artist | 2005–2018

Designed and produced visual materials for the Marketing department and Metro Chicago stores.

Created retail marketing graphics, signage, promotional materials, and other customer-facing communications.

Supported the opening of multiple Midwest Region stores and trained Store Graphic Artists on design and production workflows.

EDUCATION

Bachelor of Fine Arts (BFA), Graphic Design | Columbia College Chicago.

CORE SKILLS

Adobe Illustrator • Photoshop • InDesign • Figma • Canva • Capture One • Brand Identity
Campaign Design • Art Direction • Production Design • Print Production • Digital Design
Social Media • E-commerce • Product Photography • Photo Retouching • Typography
Illustration • Signage • Environmental Graphics • Large-Format Printing