

CARLOS ZAPATA

Content Production | Production Design | UX/UI Design

EXPERIENCE

Apple - via The Select Group | Austin, TX

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Production Designer

May 2025 - Current

- Digital content management and production design for new-product campaigns driving unified go-to-market creative across regions for iPhone, Mac, Apple Watch, and more.
- Collaborating with cross-functional teams (engineering, design/art, content specialists, and project management) to take campaigns from ideation through launch on apple.com.
- Localization of digital assets using adobe creative suite to implement translated copy and adapt visuals to regional requirements across AMR, LATAM, EMEA, JPAC.

Estee Lauder Companies | New York, NY

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Digital Production Designer

April 2024 - Nov 2025

- Spearheaded global digital content management strategy for all Amazon related assets for beauty and skincare brands under the ELC portfolio.
- Led production design to create visual assets such as display banners, video cutdowns, mailers, Amazon storefront, and A+ content to assist in the Amazon launch of 11 brands in a 1-year-span.
- Created Figma templates and centralized documents to ensure consistency and pixel-perfect design for cross-functional team collaboration.
- Built digital production processes and workflows for global and local teams.

Michael Kors - Capri Holdings Limited | New York, NY

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Production Designer

June 2021 - April 2024

- Created over 5000 visual assets per season in various formats and sizes for print and digital requests. (OOH, digital banners, email-marketing, and web)
- Executed web/mobile app layouts and digital wireframes for desktop, mobile, and tablet interfaces for Michael Kors global ecommerce site.
- Delivering hi-fi prototypes and final digital assets to web production team.
- Executed over 4 annual global campaigns from conceptualization stage to launch as part of the Final Art Studio team (serving as a liaison between Art and Post Production).

EDUCATION

B.A Rutgers University - New Brunswick, NJ

Google UX Design Professional Certificate

SKILLS: Pixel Perfect Design | Production Processes | Video Editing | Prototyping

TOOLS: Figma | Adobe InDesign | Adobe Photoshop | Adobe Premiere Pro

Buttons are interactive, click to see more

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 [Portfolio](#)