

DUANE ACOBA

SENIOR GRAPHIC DESIGNER



PROFESSIONAL SUMMARY

Senior Graphic Designer with 15+ years of experience leading integrated national campaigns across retail and corporate environments. Proven record of driving measurable revenue growth through brand systems, multi-channel execution, and high-volume production management. Experienced in scaling creative across 2,200+ store environments.

SELECTED CAMPAIGN IMPACT

\$411M — March Stock-Up Sale (+7.3% YoY)

\$149.3M — Back-To-Deals (+17.3% YoY)

2,200+ stores | 15 banners | 37 states

EXPERIENCE

Graphic Designer III

Albertsons Companies | 2021–2025

- Developed visual identity for first national March Stock-Up Sale campaign generating \$411M in revenue.
- Created integrated assets across social, email, web, in-store print, and motion.
- Contributed to 2023 Sincerely campaign across 2,200+ stores and fifteen banners.
- Led visual identity initiatives for ARG cultural programs.
- Delivered high-volume internal agency projects on time and within brand standards.

Senior Graphic Designer

International Code Council | 2006–2020

- Advanced and modernized corporate brand identity across print and digital channels.
- Designed annual reports, national trade show environments, and animated web campaigns.
- Partnered with internal stakeholders and external vendors from concept through production.
- Maintained brand consistency across high-volume communications initiatives.

Graphic Designer

DZN, The Design Group | 2005

- Developed client-facing brand and marketing concepts in collaboration with senior creative leadership.
- Delivered multi-format creative solutions aligned with strategic marketing objectives.

CONTACT INFO

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CORE SKILLS

Brand Strategy

Campaign Development

Visual Identity Systems

Retail Marketing

Digital & Social

Logo Design

Environmental / Signage

Motion Graphics

Competitive Analysis

Accessibility

TOOLS

Adobe Creative Suite

After Effects

Premiere

Generative AI

Figma

Monday.com

EDUCATION

B.A. Studio Art

California State University,
Long Beach