



EDGAR C ARAGON

Experiential/Visual Merchandising Designer



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I AM A CREATOR, CRITICAL THINKER & PROBLEM SOLVER

Experiential and Visual Merchandising Designer with 20+ years creating brand-aligned retail, exhibit, and event environments. Skilled in Rhino CAD, Adobe Creative Suite, and 3D rendering. Proven track record of delivering immersive spaces that enhance brand storytelling, drive customer engagement, and meet tight deadlines. Experienced freelance business owner collaborating with diverse brands for the past 5 years.

PROFESSIONAL EXPERIENCE

2003 – Present

Self-Employed
Riverside, CA

Freelance Senior Designer – Experiential Events & Retail Environments

- Partner with companies/brands to design retail displays and store layouts, tradeshow exhibits, and immersive branded environments.
- Deliver full-cycle creative services including 3D/CAD layouts, renderings, and installation-ready plans.
- Adapt global brand guidelines to local markets, ensuring visual consistency
- Train retail teams and vendors on fixture placement, seasonal refreshes, and new store openings.

2019 – 2025

Temeka Group
Corona, CA

Senior Designer - Retail Environments

- Led 3D/2D conceptual design for retail store visuals, creating cohesive presentations.
- Collaborated with engineers/architects/PM to produce precise CAD plans & 3D renderings, ensuring alignment from concept to build.
- Mentored junior designers, and fostered a culture of creative problem-solving.

09/18 – 10/19

Choura Events
Carson, CA

Creative Director - Experiential Events

- Directed a multidisciplinary design team, managing the end-to-end creative process for large-scale events, branded activations, and custom environments.
- Led the development of trade show exhibits, pop-up tent spaces, and experiential installations, ensuring alignment with client brand strategy and marketing goals.
- Oversaw spatial planning, wayfinding, and product display strategies to enhance visitor flow.
- Created detailed design packages, including 3D renderings, CAD drawings, and material specifications, for client approval and production.
- Coordinated multiple concurrent projects under tight deadlines, balancing creative innovation with operational efficiency.

03/18 – 08/18

Premier Displays
Cypress, CA

Senior Designer - Trade Show Exhibits

- Translated client visions into engaging, on-brand 3D retail displays.
- Integrated unique materials and fixtures to enhance customer experience.

2012 – 2018

Studio Concepts
Carson, CA

Senior Designer - Retail Environments & Trade Show Exhibits

- Partnered with engineering and architectural teams to ensure retail and branded environments met structural, safety, and brand standards.
- Designed and developed 3D concepts for client presentations, balancing creative vision with functional requirements.
- Created detailed CAD elevations, and technical documentation to guide fabrication and installation.
- Coordinated material sourcing, vendor communication, and production schedules to meet project timelines and budgets.
- Oversaw design integration for fixtures, displays, and in-store visual elements to optimize customer flow and product visibility.
- Provided on-site design oversight during installation, ensuring execution aligned with design.
- Maintained company website content and marketing materials to reflect current project.

PROFESSIONAL EXPERIENCE - CONT

01/10 – 09/12

Senior Designer - Marketing Department

Bal Seal

Foothill Ranch, CA

- Designed and produced trade show exhibits, branded displays, and marketing materials to support global sales and promotional initiatives.
- Collaborated with external 3D studios to develop high-quality visual content for internal training, sales tools, and product showcases.
- Edited/produced video content for corporate, sales meetings, and product launches.
- Created engaging presentation decks and collateral for executive leadership, VP-level strategy meetings, and international sales retreats.
- Partnered with engineering and product teams to visually translate technical concepts into compelling, customer-friendly content.
- Supported brand consistency across digital, print, and physical platforms, including web graphics, event signage, and product photography.

2007 - 2009

Designer - Trade Show Exhibits

Displayit

Foothill Ranch, CA

- Created custom trade show exhibits, portable displays, and branded environments.
- Gained foundational experience in space planning, brand alignment, and event logistics that informed later large-scale design work.

2005 - 2007

Designer - Retail Environments

Display Boys

Irvine, CA

- Assisted in the design and production of small to mid-size exhibit systems, collaborating closely with production teams to ensure build quality and on-time delivery.
- Supported senior designers with drafting, concept development, and client presentation materials.

CORE SKILLS

- Visual Merchandising & Retail Display Design
- Experiential & Event Space Planning
- Fixture & Product Presentation Strategy
- 3D CAD & Rendering (Rhino, V-Ray)
- Cross-functional Collaboration (Engineering, Architecture, Marketing)
- Brand Storytelling & Activation

TECHNICAL PROFICIENCIES

Rhino CAD | Chaos V-Ray & Vantage | Adobe Creative Suite | Unreal Engine | Microsoft Office 365
Google Docs Suite | Autocad | 3DS Max | Retail Fixture Planning | Photography | Video Production

EDUCATION

2001 - 2004

Bachelor of Science in Media Arts

The Art Institute - CA

Focus on digital creation, graphic/web design, 3D modeling, spatial planning and rendering.