

## SUMMARY

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Hard working, highly creative, and multitalented professional with extensive work experience in the industries of Advertising, Design, and Marketing Communications. Very effective in executing strong and innovative visual communications and creative concepts. Unique range of multidisciplinary skills:

### ADVERTISING

- Promotional Campaigns
- Point-of-Purchase
- Project Management

### GRAPHIC DESIGN

- Brand Identity
- Marketing Collateral
- Signage / Exhibit Display

### MULTIMEDIA

- Web Design & Development
- Email Marketing
- Graphic User Interface

## EDUCATION

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### School of Visual Arts

MFA in Computer Graphics; Concentration: Interactive Multimedia / 3D Computer Animation.

### New York Institute of Technology

Courses in Microcomputers, Advertising, Mass Media and TV Studio Operations.

### Pratt Institute, Brooklyn

BFA in Communication Design: Major in Art Direction / Graphic Design. Minor in Illustration.  
Courses in Art History and Film making.

## LATEST FREELANCES

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### CARIBBEAN STRATEGIC PARTNERSHIP New York, NY

- ▶ **Designer / Project Manager:** Significantly improved their online presence by establishing a new contemporary look in their websites. Successfully translated business objectives into appealing and effective visual concepts, consult in sales and marketing efforts, finding new ways to promote and advertise services and developed their corporate image in the marketplace. Designed and produced new corporate ID, and all promotional and advertising material.

### DUSABLE MUSEUM Chicago, IL

- ▶ **Creative Designer / Consultant:** Design of graphics and signage for museum exhibits including murals, posters, didactic panels, title-walls, and descriptive labels and vignettes. Conceive ideas and create art for diverse printed, display and online publishing material including logos, icons, typographic designs, email invitations and promos, postcards and web banners.

### GLASS COLOR & DESIGN Chicago, IL

- ▶ **Creative Director:** Developed high-impact websites from original concept and design creation to final prototype and online publishing for GCD and partner company MuseumForm.com. Designed and implemented corporate identity system for their stationary, presentation package, business forms and all digital media. Produced PowerPoint presentations and other promotional collateral like ads, brochures, postcards and flyers.

### WIDERAIM Cambridge, MA

- ▶ **Senior Graphic Designer:** Design and production of informational, promotional and advertising material for the support and effective marketing communications of different programs, events and activities organized by Cambridge Community Foundation and other joined entities. Most assignments involve the design and creation of logos, banners, invitations, programs, flyers, posters, advertising and audiovisual presentations.

## PREVIOUS EXPERIENCE

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### AMERICORPS VISTA / PROYECTO ENLACE

- ▶ **Senior Graphic Designer:** Semi-volunteer work for a non-profit, environmental and social justice corporation. Team leader and mentor for younger members. Designed and developed websites, proposals, and other informational material for the support of different programs, events and activities organized by Proyecto ENLACE and other joined entities. Most assignments involved the creation and production of logos, call-to-action web

banners and postcards, signs, flyers, posters, advertising and audiovisual material for the successful and effective communication and promotion of diverse community activities and events. Similar graphics were produced for other educational, social service, and environmental awareness programs and campaigns.

#### EURO RSCG

- ▶ **Production Manager / Senior Art Director:** Successfully lead and supervised production team in creating and executing marketing and sales promotion. In charge of work distribution, staff training and quality control. Responsible for client contact and establishing production methods, timetables and deadlines. Coordinated freelance designers, consultants and vendors to meet all project requirement. Collaborated with creative department in developing concepts and designing layouts for ad campaigns and other institutional and promotional pieces.

#### ABBOTT LABORATORIES / MediSense Products

- ▶ **Associate Creative / Senior Designer:** In charge of creating and establishing brand of health products line distributed worldwide. Emphasized brand continuity across various media, maintaining consistent implementations in different markets around the world. Provided creative vision and concept design for the Marketing Communications Program: advertising, promotional and consumer educational material. Generated theme campaigns, visuals and 3D graphics for global meetings and conventions. Produced 3D models for product prototypes, packaging mock-ups, and originated template for their intranet website.

#### ZIFF DAVIS / Comdex & Forums

- ▶ **Senior Art Director/Assistant Creative:** Raised the bar in conceptualizing creative ideas, designing and managing the production of promotional launching campaigns for national trade shows. Created visuals, including 3D graphics, illustrations and high-tech imagery to be used consistently across different media such as program covers, animated GIFF's, web banners, opening titles and animation clips for video presentations on screen, online and on ZDTV.

#### HOUGHTON MIFFLIN CORPORATION

- ▶ **Senior Graphic Designer:** Conceived original designs and concepts, page layouts and graphics for children educational books distributed nationwide. In charge of brainstorming sessions with Marketing and Editorial Directors, electronic spec, photo research, props production, photo shoots, mac-art and illustrations. Supervised Electronic Production Specialists in the formatting and production of final pre-press pages and signed out on releases.

#### BALLORI & FARRE ADVERTISING

- ▶ **Creative/Art Director:** Pioneer in implementing digital technology in the Agency. Effectively build, motivated, and directed design and production teams, while increasing Art Department staff and production by 75%. In charge of hiring, training and managing copywriters, art directors and designers in creating concepts for TV commercials, print ad campaigns, trade promotions, and business publications. Directed the design and developing of the graphic outlook and corporate identity program for El Conquistador Resort, El San Juan Hotel and La Concha Resort. Successfully directed and completed multiphase projects involving budgets up to \$5 millions, while meeting tight turnaround schedule.

### FREELANCES

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|---------------------------------|----------------------------------|-------------------------------------|-------------------------------|
| <b>Hill &amp; Knowlton / PR</b> | <b>Young &amp; Rubicam / NYC</b> | <b>Bozell Jacobs / K&amp;E / PR</b> | <b>The Bravo Group / NY</b>   |
| <b>WXTV / Univision / NJ</b>    | <b>McCann Erickson / PR</b>      | <b>Foote Cone &amp; Belding</b>     | <b>Adion Advertising / MA</b> |

### CLIENTS

|                            |                             |                         |                                     |
|----------------------------|-----------------------------|-------------------------|-------------------------------------|
| <b>AT&amp;T Inc.</b>       | <b>Burger King</b>          | <b>Corona Extra</b>     | <b>Time Inc./Sports Illustrated</b> |
| <b>Bacardi Corporation</b> | <b>Chrysler Corporation</b> | <b>Gillette</b>         | <b>Vodka Finlandia</b>              |
| <b>Banco Popular</b>       | <b>Coca Cola Company</b>    | <b>Sherwin-Williams</b> | <b>Volvo Car Corporation</b>        |

### TECHNICAL SKILLS

**Experience with** Macintosh, Windows, and Unix operating systems. **Proficiency** in: Adobe Creative Suite, Microsoft Office, PowerPoint, CorelDraw, Painter, QuickTime Pro, iMovie, Final Cut Pro, Swift3D, Infini-D, Audacity. **Advanced Knowledge of** HTML5, HTML, XHTML, CSS3, JavaScript, PHP, JQuery and Action Script. Design and develop Interface Design, Interactive Multimedia, 3D Animation, Video and Audio editing.

**Other** Internet applications include Shockwave, Flash, FireWorks, WordPress, and Responsive Design using Fluid Grid Layout. Fully bilingual: English and Spanish.

**References available upon request.**