

YASMINA PADRON

High Tech Artist and Professional

2121 North Bayshore Drive #810 – Miami, FL 33137
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Summary

Creative designer and web developer with proven ability to direct multiple simultaneous team projects from conceptual phase to completion.

High technical skills and professional training on Apple support.

Objective

To work with a dynamic, growing company that values superior design, technical and creative talent, as well as sophisticated taste.

Skills

Over 16 years of Experience in Art Direction – Photo Shoot Direction Photography – Illustration – Project Management Problem Solver Bilingual Spanish / English.

Technical

Web Design and Development – Certified Apple Support Professional – SEO Professional – CMS Developer – Print Design Prepress Print Production Digital Photography – Photo Retouching Some PHP code

Experience

2007 to Present -TechBrigade, Inc.

Position: Director

Established as a one stop shop, assisting an ample variety of clients in the area of Real Estate, Interior Design, International Security Systems, Cosmetic and Hair Industries, among others.

- Developing user friendly, functional websites with impeccable design and aesthetics.
- Print: Ads, postcards, brochures, photo retouching, etc.
- Providing training and professional technical support for Apple products.
- SEO and Social Media Marketing.

2005 to 2007 - Carnival Center for Performing Arts (known now as Arsht Center for the Performing Arts)

Position: Head Designer

Built up the Art Department from Zero when The Center started operation prior to the Grand Opening. Art Directing and Designing of all marketing collateral, consumer and advertising, direct mail pieces, paper and web ads, signage, stationary, style guide, etc., first for Miami Performing Arts Center then for Carnival Center for the Performing Arts after the name was changed as well as all Resident Companies and performing artists. Supervised and directed junior designers and numerous design internships.

2000 to 2005 - TressAllure / Revlon's Hair Division - Miami, FL

Position: Senior Graphic Designer

Concept, art direction and total execution from casting to file preparation, of award winning hair collection catalogs, packaging, and ad campaign with impeccable finishing and attention to detail. Photo-shoot production and art direction.

Fashion layouts and editorial pages with a keen eye for modern publication design.

Re-design of a 24-year-old monthly direct mail catalog, reaching 65th place on “200 Best” direct mail catalog list, for the first time ever in 2004.

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Education

1990-96, *Universidad del Zulia, B.A.*

Audiovisual Journalism

1988-91, *Zulia Beaux Arts Academy, Fine Arts.*

(Escuela de Artes Plasticas Julio Arraga)

Recently Acquired Certifications

2010 - Apple Support Professional Certification

2010 - Content Management System Developing (Joomla! | WordPress)

2010 - Social Media Business Strategies.

Software Expertise/Knowledge

WordPress, Joomla!, Adobe Creative Suite, QuarkXpress, MAC OS X, UNIX Code, Some PHP and HTML (XHTML)

Professional References:

Richard Schechter – Marketing VP

E-mail Address: richard.schechter@medvance.edu

Reference Type: Professional

Nancy Cooper – President

E-mail Address: nc@nancycooperassoc.com

Reference Type: Professional

Chantal Honoré – Manager of Board Relations– Arsht Center for the Performing Arts

E-mail Address: chonore@arshtcenter.org

Reference Type: Professional