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SUMMARY

Loyal and hard-working creative designer with proven ability to direct multiple simultaneous team projects from initial design through final proofs and on press color “OK”

OBJECTIVE

Work with a dynamic, growing company that values superior design, computer and creative talent, as well as sophisticated taste.

SKILLS

Over 12 years of Experience in Art Direction - Photo shoot Direction – Photographer – Illustrator/Painter - Project Management - Bilingual - Spanish / English.

TECHNICAL

Print design - Prepress Print Production – Digital Photography - Web Design - Mac Versed

EXPERIENCE

2005 – 2007 - Carnival Center for Performing Arts (Arsh Center for the Performing Arts)

Creative Services Manager and Head Designer

- Started the Art department from Zero when The Center started operation before 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.

2001 - 2006 – TressAllure / Revlon - Miami, FL

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, achieving 65 place on “200 Best” direct mail catalog list, for the first time ever in 2004.

EDUCATION

1990-1996, Universidad del Zulia, B.A. Audiovisual Journalism

1988-1991 Zulia Beaux Arts Academy, Fine Arts.

SOFTWARE EXPERTISE

Adobe Creative Suite, Quark Xpress, Dreamweaver