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EXPERIENCE

OWNER/CREATIVE LEAD

February 2020 - Current

DGOBA LLC

Orlando, Florida

Creating custom Graphics, Motion Graphics and Design Packages for different platforms that focus on storytelling for clients nationwide for a variety of industries including Theme Parks, Video Games, Mobile, Athletic, Hospitality, Retail and Transportation

- **MDSX Creative – 2020 (Contract)**
 - Developing multiple graphics drawings to display entertainment event as well as activations.
 - Involved in the ideation and blue-sky process of interactive activations as well as art styles and graphics used for the event and right use of IP'S that are being implemented in these events.
 - Performed research, concept, and final production art files.
 - Primary Clients: NASA, Turning Stone Resort Casino.
- **Stungun Productions – 2020 (Contract)**
 - Developing multiple render drawings to display entertainment event as well as activations.
 - Drawings were developed from their sketch stage to full colored renders.
 - Involved in the art direction process of art styles and graphics used for the event and right use of the IP'S that are being implemented in these events.
 - Performed research, concept, and final production art files.
 - Primary Clients: Square-Enix, Crystal Dynamics, Marvel Entertainment.
- **Let it Roar Creative 2018 – 2020 (Contract)**
 - Developed multiple logos for entertainment events nationwide.
 - Developed multiple concept art drawings and coloring for existing artwork meant to display events in full renders.
 - Involved in the development of art styles and graphics that are custom created following parameters of design provided by art direction given by the client.
 - Performed research, concept, and final production art files.
 - Primary Clients: Intel, Edgefactory.

CREATIVE DESIGNER**April 2018 – March 2020****HOTOPP ASSOCIATES (Full Time)**

Orlando, Florida

Worked as a creative designer creating experiences and activations in different mediums that range from graphic, prints, wayfinding, illustrations. Assisting in art direction when needed and working directly with vendors. Clients ranged between theme parks, museums, hotels, businesses, and events.

- Managed the graphic scope for design and production of projects.
- Developed multiple render drawings in concept and development stages of a project.
- Drawings were developed from their sketch stage to full colored renders.
- Assisted in existing drawings with coloring and outline updates.
- Involved in the art direction process of art styles and graphics used for certain projects.
- Managed the proper use of IP's that were implemented in multiple projects.
- Performed research, concept, and final production art files for multiple projects.
- Primary Clients: Universal Creative, Walt Disney Creative Entertainment, Busch Gardens, SeaWorld, Bluegreen Vacations, Themed Entertainment Association, Gaylord Palms ICE.

CREATIVE DESIGNER**October 2016 – January 2020****Freelance Contracts**

Orlando, Florida

- **Universal Creative – 2018 (Contract)**
 - Developed multiple theme park marquees, signage, and menu designs for a project overseas.
 - Involved in the development of art styles and graphics that are custom created following parameters of design provided by art direction given by the client.
 - Performed research, concept, and final production art files.
- **ITEC Entertainment – 2018 (Contract)**
 - Developed multiple theme park lands and rides for a project overseas.
 - Involved in the development of storylines, art styles, graphics, queue line design and coaster designs that match the client needs while maintaining a cohesive theme all around.
 - All accomplished through research and collaboration with a team of multitude skillsets.
 - Performed research, concepts and later final production art files and art direction for installation.
- **Dapper Day Shop – 2017-2018 (Contract)**
 - Developing a variety of Pins and Keychains for the store.
 - Worked closely with the owner of the store to create multiple designs of the coming collections for dapper days.
 - Performed research, concepts and final production art files for Pins and Keychains.
- **Netflix - Narcos – 2017 (Contract)**
 - Developed apparel for their merchandise division for the show Narcos.
 - Worked closely with Talenthouse and Netflix to create multiple designs for T-Shirts to promote the new season of their show Narcos following parameters of budget, design, and storytelling given by the client.
 - Performed research, concepts, and final production art files.

- **Design Communications LTD - 2016 – 2017 (Contract)**

- Created design packages that vary in custom signage, rebranding and wayfinding that are later custom- engineered, fabricated, and installed for clients nationwide for a variety of industries including Theme Parks, Academic, Athletic, Healthcare, Hospitality, Retail and Transportation.
- Managed multiple projects simultaneously and oversaw the budget for each project.
- Ensured that the project was completed on time and within budget.
- Managed and supervised workload for a team with multiple disciplines.
- Supervised construction and assembly of signage as well as proofing samples that match the company and client quality standard.

ASSOCIATE GRAPHIC DESIGNER

June 2014 – September 2016

Walt Disney Imagineering

Orlando, Florida

Worked as an environmental designer creating experiences in different mediums that range from graphic, prints, wayfinding, and 2-D animations

- Managed the graphics scope for design and installation of the Toy Story Mania Track 3 project
- Worked under the Art Directors and Senior Production manager's direction to develop design concepts, layouts, and schematic packages to be used for the execution of all graphics
- Guaranteed that a cohesive collective of designs that would push the storytelling factor further
- Oversaw the queue, load/unload areas, ride track and exit area
- Managed multiple vendors and worked with the Art Director, Senior Production manager and fabricator to ensure that there was clear and concise communication system so that every graphic piece stayed on the desired production schedule and within budget
- Worked closely with operations partners to guarantee that all building codes and safety measures were taken and approved once we proceeded to install our graphics in the ride track and overall ride space
- Delivered project to Operations ahead of schedule and under budget

Additional responsibilities included:

- Contract Document Design for Wayfinding Packages
- Capital Project design development and fabrication
- Designing and Managing Blacklight, Operation and Show Set Graphics
- Ability to work with multiple projects that involve different design styles and delivery deadlines simultaneously
- Fabrication methods and materials for Wayfinding
- Vendor contract negotiations

Additional projects on which I worked with similar responsibilities:

Toy Story Land

Adventures by Disney

ESPN Wide World of Sports

EPCOT Food & Wine Festival

The Great Movie Ride

Innovations at EPCOT

Soarin Around the World

Toy Story Midway Mania (Third Track)

Frozen Ever After

Colortopia at EPCOT

Kawaii Exhibition at EPCOT

EDUCATION

Professional Certification in UI/UX Design

Expected Graduation - Feb 2021

University of Central Florida

Orlando, Florida, United States (2020-2021)

Specialized design program focused on user-centric design research, design thinking, visual prototyping and wireframing, interface design, storyboard, visual design theory, web prototyping with HTML5 and CSS, interaction and design with JavaScript and jQuery.

Master of Fine Arts in Themed Entertainment Design

Graduated 2015

Savannah College of Art & Design

Savannah, Georgia, United States (2013-2015)

Specialized design program focused on the process and development of storytelling in themed environments. A hands-on program that provided me multiple opportunities to do graphic design work and provided me with the opportunity to be mentored by themed entertainment professionals. The Environments we studied involved theme parks, museums, show sets and any 3d space that requires the translation of a story and idea from paper to a real environment in which people can interact, belong and develop a relationship with the space and its characters.

Bachelor of Arts in Graphic Design

Graduated 2009

Rafael Belloso Chacin University

Maracaibo, Venezuela (2006-2009)

LANGUAGES

English: Advanced – Spoken & Written

Spanish: Advanced – Spoken & Written

SOFTWARE SKILLS

PHOTOSHOP	● ● ● ● ●	PREMIERE	● ● ● ● ●	MIRO	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●	ADOBE XD	● ● ● ● ●	INVISION	● ● ● ● ●
INDESIGN	● ● ● ● ●	FIGMA	● ● ● ● ●	AUDITION	● ● ● ● ●
AFTER EFFECTS	● ● ● ● ●	SKETCH	● ● ● ● ●	SKETCHUP	● ● ● ● ●

FUTURE SOFTWARE SKILLS [CURRENTLY IN DEVELOPMENT]

VS CODE

UNREAL ENGINE