

# ADRIAN CABRERO

UX Designer for web & interactive platforms

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646.441.8200

## Essentials

### Design

Adobe CC:  
Ps, Ai, Id, Fl, Fw

### Development

HTML5, CSS3, JS libraries

### Animation, Video & Photography

After Effects, Premiere Pro,  
LightRoom, Canon 5diii+1dX,  
Studio and Street photography

## Experience

### Full-time

#### **ENK International** Jul 2011 to Present

Web Developer & Photographer for the largest fashion tradeshow producer in the USA. Primary duties include tech lead in redesign, consolidation and development of the company's 8+ online identities. Development of online promotions and interactive featurettes for web and pedestrian walkways. Lead photographer of all trade events, VIP events and model sessions.

#### **Giorgio Nero Advertising** Oct 2007 to Jul 2011

Project Manager, Web Developer and Graphic Designer for a group of 6 highly distinguished, internationally placed restaurants and auxiliary companies. Successfully completing advertising campaigns, website redesigns, collateral for web/print, and all creative needs.

#### **PMcD Design** May 2006 to Jun 2007

Worked closely with the Executive Producer and Creative Director on pitching concepts, developing logos, animation sequences and graphics for various television networks including: Bio Channel, TruTV, Fox Reality and Sonar Entertainment. Learned extensively about animating and production for broadcast television.

### Freelance

#### **The Downtown Brooklyn Partnership / Jamaica Center BID** 2006 to 2010

Concepted and designed visually engaging seasonal advertising campaigns: banners, ads, brochures, newsletters, web ads/announcements, and post cards.

#### **Committee to Elect Dino LaVerghetta** Feb 2010 to Sep 2010

Successfully launched a full fledged print campaign and website in 4 weeks to coincide with the announcement of candidate's running.

**Adam Young, Musician** Developed conceptual Tumblr design for unannounced new band.

**Condé Nast / Teen Vogue** Photographed 10 young entrepreneurs for Fashion at Work web series.

**HBO Sports** On-air graphics and animation development for ongoing series Countdown 24/7.

**Jon Frankel / Harlem Hellfighters film** Design and Development of independent film website.

**Metron Press** Web developer responsible for coding, editing and updating website on regular basis.

## Latest Websites

enkshows.com

thededicatednewyorker.com

spiritfamilyreunion.com

hotmalm.com

mustagrapho.com

nohostar.com

ernestorosas.com

keens.com

msbwimovie.com

## Education & Misc.

#### **Pratt Institute, NYC** Graduated 2006


Degree in Digital Design and Interactive Media. Specializing in UX design + development for the web and emerging interactive platforms. Minored in photography & animation/video production. Graduated with Highest Honors. President's list all semesters.

#### **General Assembly** 2011 to 2012

Lead a 3 course series on creative development for startups. mentioned on printmag.com: bit.ly/r45flj. On a separate occasion, lead a class on best practices for beginners web design.


#### **Long Island University** May 2008 to Sep 2008

Adjunct for a graphic/web design and coding class. Helping students understand course work and providing valuable techniques in developing for print and web projects.

 @mytummytalks2me

 adriancabrero.tumblr.com

 @mustagrapho

 flickr.com/mytummytalkstome