

EDUCATION

- BACHELOR IN FINE ARTS
Graphic Design
The Art Institute of Tampa.

PERSONAL SKILLS

- Acute attention to detail.
- Team player enthusiast.
- Work effectively under pressure.
- Bilingual (Spanish & English).
- Quick learner.
- Critical thinker.
- Great time management skills.

TECHNICAL SKILLS

- Proficient knowledge of HTML5, CSS3 and Javascript (AJAX, JQuery, etc)
- Advanced knowledge of Photoshop, Illustrator, InDesign and Dreamweaver.
- Solid implementation and customization skills of Wordpress content management system.
- Firm believer and student of the design process.
- Experience recording, editing, and mixing audio with advanced programs such as Logic Pro Studio.
- Versatile in both PC and Mac work environment.

EMPLOYMENT EXPERIENCE

CREATIVE DIRECTOR / SENIOR UI DESIGNER

Momentum Mobile – January 2011 / Present

Responsible for designing efficient mobile user experiences (UI/UX). Conceptualize and develop wireframes, detailed mockups, and fully designed mobile applications for iOS, Android, and Blackberry platforms. Act as a user interface consultant and strategist for a variety of clients. Design a personalized website for each application as part of the company's marketing package as well as worked on Momentum Mobile's website and promotional items such as web banners, business cards, media kit, and others.

PUBLIC SERVICE CREATIVE DIRECTOR

Ad2 Tampa Bay – October 2010 / Present

Conceptualize and develop the 2010-2011 Public Service campaign "I Own Me". Spearhead and supervise all creative pieces of the campaign, including the identity system and website, as well as a variety of promotional pieces including billboards, posters, and a guerrilla campaign initiative. Serve as Art Director for the commercial and photo shoot of the campaign. Also, create many presentations for the client, as well as the general public.

ART DIRECTOR

Cefco – August 2010 / January 2011

Manage the company's design team. Spearhead a comprehensive re-design for Cefco and its subsidiary brands. Create an online presence by designing online catalogues and websites for all brands. Design a myriad of packages for many different kinds of products, following distinct branding guidelines.

GRAPHIC DESIGN INTERNSHIP

Clear Channel Outdoor – January 2010 / March 2010

Conceptualize, design, and develop an outdoor advertising campaign for Pinch A Penny Pool Services. Perform extensive research and concept development for bulletin boards, poster boards, and transit shelters. Work on several pieces for Clear Channel Outdoor's media kit.

GRAPHIC DESIGNER

Image Media – September 2009 / August 2010

Develop in-house and client-based design work. Design a variety of templates for postcards, posters, flyers, brochures, etc. Develop and implement in-house marketing strategies, as well as work on a variety of web templates and banners for the company.

GRAPHIC DESIGNER

Lithobinder – January 2009 / September 2009

Setup a variety of design documents to fit press-ready standards. Design several stationary and identity work for a variety of clients. Work in a PC & Mac environment.