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Interactive design
Website, Mobile, Social
Interaction, Usability, User experience
Branding and Identity
Advertising and Marketing
Package and Product design
Icon design
Collateral design
Environmental design
Exhibition design
Internal communication
Multicultural
New business
Photography

A & A Strategies

Creative Lead
New York. 2009 - Present

Freelance projects (interactive, branding, user experience, new business) for various agencies and clients.

Some agencies and clients: Razorfish, BBH, Uproar, Levi's, Johnnie Walker, Smirnoff, Wyeth, Ad Council, Colgate, Milk, Sol Melia Corporation, New York International Ballet Competition, Limón Dance Company, Philharmonic Orchestra of the Americas, LearningEarnings.com, Santa Teresa Rum, Modena Lounge, Context Consulting, Olden Lane

AOL Inc.

Freelance Creative Director
New York. 2012 - 2013

Provided creative web support for the DailyFinance.com site redesign. Including visual design of pages and elements, definition and translation of visual designs for development specifications.

Client: DailyFinance.com
website, mobile, web guidelines

Atmosphere BBDO

Freelance ACD, Sr. AD
New York. 2010 - 2013

Worked with creative directors, copywriters, designers, user experience, content strategists and producers to develop unique multichannel digital experiences for several clients. Designed and created brand guidelines for Citibank interactive communications.

Clients include: Citibank, Emirates, DHL, DePuy, New Business
websites, microsities, banner campaigns, social media, mobile

Mirren Business Development

Freelance Creative Director
New York. 2010 - 2011

Led the design and development of Mirren.org to create a comprehensive and seamless interactive user experience.

Client: Mirren.org
website, iconography

Stein Rogan + Partners

Senior Art Director
New York. 2006 - 2010

Conceptualized, designed and implemented visual communication solutions from branding to advertising for prominent B2B clients. Led the interactive department to develop multichannel digital experiences to achieve "out of the box" interactive solutions receiving top awards from B2B competitions.

Clients include: TransitCenter, OnForce, Moodlerooms, Aruba Networks, Silverpop, Verint, Hytorc, CIT, TouchCommerce, BPA, Carey, Diligent Technologies, New Business
website, microsite, banner campaigns, brand identity, brand guidelines, collateral, exhibition design, advertising and marketing

HispanAmérica

Senior Art Director
New York. 2004 - 2006

Drove powerful brand strategies incorporating traditional and multimedia platforms thru print, television, radio and interactive advertising/marketing campaigns, to fit US Hispanic needs.

Clients include: Pfizer-Viagra, Exxon Mobil, NY Lottery, Benjamin Moore, XM Radio, GE Money, Hyland's, New Business
brand identity, advertising and marketing, TV and radio, brand identity, collateral, package design

Ogilvy & Mather

Art Director
New York. 1999 - 2002

Collaborated directly with creative directors, copywriters, designers, and producers providing creative design direction on branding and print advertising. Enforced integrity of the IBM, SAP, and Terra brand by placing, directing, and overseeing the different adaptations for the Latin America region to fulfill market needs. Team member responsible for pitching and winning the Motorola account.

Clients include: IBM, SAP, Terra, BP, Amex, Kodak, Miller Lite, Hershey's, Motorola
advertising and marketing, banner campaigns, collateral

Bright Ideas Marketing

Art Director
Florida. 1998 - 1999

Created and produced print advertising catalogs, brochures, newsletters, posters, and invitations from concept to final presentation.

Clients include: Turks and Caicos Islands, Choice Hotels
advertising and marketing, collateral

education

1999 Art Institute of Fort Lauderdale Bachelor of Science in Graphic Design
1996 Instituto de Diseño de Caracas Associate of Science in Graphic Design

awards

2010, 2009, 2008, 2007 BMA ACE Awards
2009, 2008 APTA AdWheel Awards
BMA Pro-Comm Awards
2009, 2007 BtoB's Best Awards
2005 Pharmaceutical Executive's Ad Stars

skills

Adobe Creative Suite. Microsoft Office Suite. Bilingual translator Spanish and English. Conversational French.