

Experience

Senior Product Designer/UX (F),
GARTNER, CT / 2017

Created a new web cross-platform experience for the GARTNER marketing website. Provided comprehensive design direction to developer in India to create the solutions. Provided new user flow, wireframes and UI design to complete the overall ideal look GARTNER was looking for.

Product Designer/UX (F),
SET Creative, NYC / 2017

In charge of generating accurate user flow and wire frames for tablet and mobile apps. In-store experience for Verizon Wireless and HIVE (Home). Templates and user flow logic, plus website sitemaps and design. UX / UI.

Senior Art Director/UX/UI (F),
Wunderman, NYC / 2017

In charge of creating, designing and art directing marketing campaigns for HCP nationwide. Successfully created and implemented deployable UX/wire frames templates for integrated marketing efforts for GSK - Pulmonary Disease division.

Lead UX/ACD (F),
PEARSON, NYC / 2015-2016

Lead on UX solutions for current education app. UX Team leadership and Project management. Mobile and Chrome app UX design. Rapid Prototyping. UX Research. Clickable prototype on InVision (online based tool). Proficient in JIRA, Agile, and Scrum team work philosophy.

Digital Art Supervisor/UX (S),
Concentric HX, NYC / 2013-2015

Developed online creative solutions and design for desktop, mobile, and tablet (including apps). Art lead for online campaigns such as Prepopik, Exjade, Vibativ, Semprana, Jadenu, among others. Generated new ways or workflow to guarantee rapid development and great digital results.

Senior Digital AD (F),
HAVAS, NYC / 2012-2012

Developed online solutions. Graphics and creative for iPad apps. iNGSA Hospital Sales Kit for REPS. Developed from scratch, with a tight deadline and limited staff. Walgreens Infusion Sales Kit for REPS. Re-organization, graphic design and UX design of the platform. ALL® free clear campaign. Photoshoot AD, 3D graphics implementation, Ad creation and development, conference booth and video direction.

Digital Design Director (S),
GREY, NYC / 2008-2010

Developed online solutions; supervised and presented ideas to various clients. Developed creative solutions for E*TRADE team. Worked directly with a team of Art Directors and writers to create campaigns (mobile, online, print) for clients: Playtex (US, Mex, Can, Chi), E*TRADE, Canon, Captain Morgan, Nature Pride, Pillsbury, ANGA, Gemzar, Pantene, Visa, Centrum, among others. Managed new hires and supervised interns dealing with the online environment.

Senior Art Director (S),
Agent16, NYC / 2005-2008

Developed and coordinated Camel's print and DM campaign for the Hispanic Market. Developed HTML and Flash pages for Camel Cigarettes, SNUS, Scratch16, and ATARI. Developed Flash applications, UX and UI to be a showcase on Camel's website. First-hand interaction with clients.

Education

NYU – NYC / 3D Printing – Current
S.V.A. – NYC / C.E. – 2008-2012
PRATT – NYC / C. E. – 2004-2006
F.I.T. – NYC / A. D. – 1997-2001

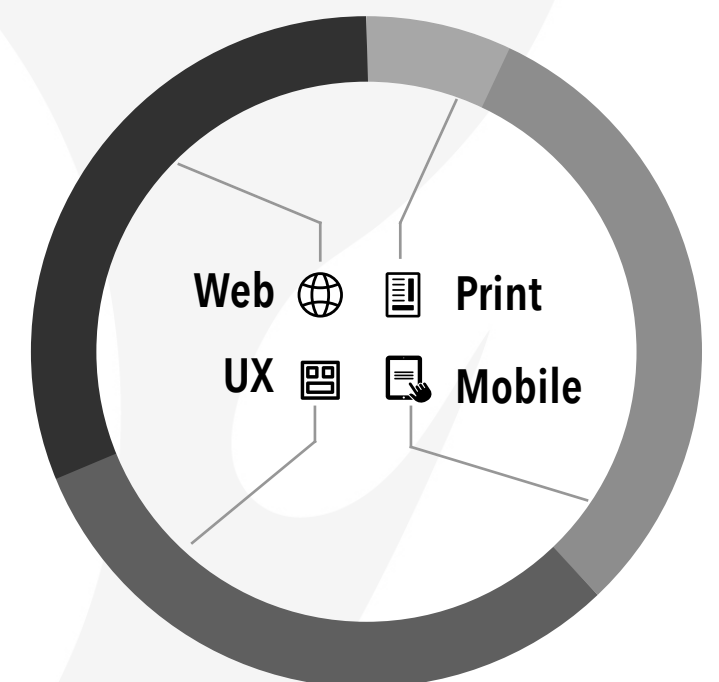
Other Achievements

- The Michael J. Fox Show**–TV Series / Season #1 (Art displayed on permanent set) / 2014
- NewWebPick Interactive Magazine**–Issue #40 (China, Pages #174-184) / 2012
- Generation T**–Contemporary T-shirt design Book (U.K., Pages #82-85) / 2011
- Freewave**–Collective Designers Book (U.K., Pages #244-245) / 2004
- ADA 2nd Annual Design Contest Winner** / 2003

Proficiency

- PhotoShop
- Illustrator
- Sketch
- InDesign
- OmniGraffle
- Final Cut Pro
- After Effects
- InVision

Total Experience



- Wunderman
- PEARSON
- HAVAS
- DRAFTFCB
- HBO
- CDM
- G2
- JWT
- GARTNER
- SET Creative
- GREY
- Macy*s

Languages

- English
- Spanish