



I'm a happy 28 year old digital designer focused on building & selling visuals appealing to consumer and B2B. I have had an innate desire for practicing and building things since infancy. It might have had something to do with the coffee & growing up in a creative family. Currently freelancing for organizations, small to large, where I can learn & contribute value by utilizing 10+ years of creative digital production for web, & pitching ideas with creatives.

SKILLS.

CREATIVE

Illustration, Information Architecture, Typography, Identity Design, Photo Retouching/Manipulation, Design Articulation and Consultation.

Software: Photoshop + Illustrator: Advanced Power User, Axure, Omnigraffle, InDesign, Sketchbook Pro, Mac OS X Preferred. Basic skills in Premiere, After Effects, Flash (Timeline)

TECHNOLOGY

HTML, CSS, Bootstrap, jQuery (Strong)
Frameworks: Wordpress, Drupal (Custom & Templates)
Software: Sublime Text, Coda, Brackets, Mailchimp

CAPABILITIES.

Continually growing experience across analog and digital tools.
Organic in artistic style.
Strong technology comprehension.
Team player, willing to work long days as necessary.
Spanish speaking and comprehension.
Keen animation and music sense.

EXPERIENCE.

PressFriendly, CA

DESIGNER, CONSULTANT
May 2015 - September 2015

Involved in various marketing materials, such as landing pages and character illustration. Consulted on UX development of new features and tools. Heavy Design and Frontend experience (HTML & CSS within Bootstrap Framework)

FCB Garfinkel

SENIOR WEB PRODUCTION DESIGNER

August 2013 - May 2015

Digital design production on all SeaWorld Park accounts.

Web reskins design for various parks.

Digital standard banner adverts & rich media concept development for Parks and Season Campaigns, working closely with a Digital Producer, Flash Developer & Branding department from concept to final production execution. Later collaborated with various Art Directors and Creative Directors on ongoing and new business pitches that involved photo-manipulation and Illustration.

Clients included: SeaWorld Parks & Entertainment (multiple US parks), Amtrak, Fisher Price, Five Guys, FDA, Jamaica

Razorfish, NY

FREELANCE SENIOR WEB PRODUCTION DESIGNER

July 2013 - August 2013

Designed digital advertising campaign concepts in collaboration with Creative Directors that included web layouts, facebook promotion and banner concepts. Clients included both Mercedes, Uniqlo. Production design for ongoing Mercedes banner campaigns.

Aeropostale, NY

FREELANCE WEB PRODUCTION DESIGNER

July 2013

Production design for aeropostale.com (teens and kids brands) Worked with lead Creative Director and Senior Art Director.

Uptown Magazine, NY

FREELANCE ART DIRECTOR · DESIGNER

Fall 2012-Ongoing relationship

Art Directing and Designing for inhouse ventures and clients. Working on presentation documents, one sheets, album cover art (Honey Larochelle), Print ads for clients such as Amtrak, Old School Shirt Makers NY, and web ads.

Atomicus Films, NY

FREELANCE ART DIRECTOR · WEB DESIGNER · ILLUSTRATION

SPRING 2012-Ongoing relationship

Murals, photomanipulation, web site maintenance and design services, retouching. Clients included: Johnnie Walker, A State Farm & Bonnaroo Music Festival Collaboration, Ogilvy.

The Daily, NY

FREELANCE PRODUCTION DESIGNER

Winter 2012

Building/Designing layouts and templates for iPad app based news magazine, The Daily, through an internally custom built CMS.

Publicis

FREELANCE CREATIVE DESIGNER

Fall 2011

Created and developed illustrations, campaign lockup ideas, and heavy photomanipulations for concept development / previsualization. Designed web, TV spot and print comprehensives for art director and creative director for upcoming campaign.

Client: Pepto Bismol

Euro RSCG World Wide,

JUNIOR FRONT-END WEB DEVELOPER

Summer 2009-Fall 2011

Developed and advanced skills in HTML, CSS, jQuery implementation.

Built front-end for multiple Wordpress blogs for IBM including thoughtsoncloud.com

Articulated practical web design and ideal web process practices to creatives and project managers. Clients included Heineken, Charles Schwab, Vesicare, Vyvanse, Dos XX, Jaguar, IBM, Triscuit, Kraft, Oppenheimer. Illustrated concept art for Heineken animation Created Mood art for Dos XX, Conceptual Art for Dos XX Mural w/ creative directors

G2 Direct and Digital

ART DIRECTOR

April 2008-September 2008

Collaborated with software engineers to communicate functionality and animation direction. Designed comprehensive web banners, microsites.

Created high-level digital illustrations with client provided assets from scratch for Lovaza, Flomax and 3M. Enhanced brand identity by introducing fresh art and style brightening graphic visuals. Illustrated storyboards for Flomax TV pitches. Thriving results in web banner work for Flomax and Crown Royal's (currently live) crownroyalreservenotes.com Clients included: Crown Royal, 3M (Filtrete), Boehringer Ingelheim Global, Flomax, Lovaza

The Game Agency + Husani Oakley

ART DIRECTOR

Summer 2008

Art Directed and Designed interface for McDonald's WhatCameFirst.com, a promotion for a new food product. Art Directed and collaborated with Amsterdam interactive team, Muskedunder for animation executions.

Euro RSCG World Wide, New York, NY

QA ENGINEER

Summer 2007-Spring 2008

Specialized in articulating design and usability issues across multi-platform testing. Collaborated with designers and software engineers to communicate functionality and user experience issues. Generated QA reports directly to Director of Technology for sites and web applications testing. Assisted Technology Director in front end site maintenance and CRM development. Allure Beauty Campaigns, development and design assistance.

(Euro cont'd) Creative + Technology Intern

Fall 2005-Spring 2007

Actively participated in art + design for conceptual web interfaces for client pitches and launched site campaigns, creating and combining assets from scratch with Creative Directors.

Created flash timeline based animation for Clearasil UK presentation abroad.

Participated in strategy development for campaigns.

Produced assets for designers and flash developers.

Learned how to work in teams and multi-task.

Clients included: Jaguar, Clearasil, Verizon, Allure, Discovery Travel & Living Channel, Hitsville Casino, Blood Saves, Dos XX, Lean Cuisine

Essence Magazine, New York, NY

FREELANCE DESIGNER + FRONT END WEB DEVELOPER

September 2007

Responsible for designing online advertising material from scratch for the 30 days in 30 nights campaign, and redesign of ad banners for the Women Shaping the World initiative.

Rockwell Group, New York, NY

DESIGN INTERN

Fall 2004

EDUCATION.

Parsons School of Design New York, NY

Design and Management, BBA Program

Fall 2005-Spring 2007

Focus on Design, Sustainable practices, Social responsibility and Advertising Strategies

High School of Art and Design

Communication Design with a focus on Advertising and Illustration

Creative Directed real client work and practiced as an agency

Career Development Program Fall 2004

Greenwich House Music School

Spring Semester 2005

Private Classical Singing Lessons (on Scholarship)