

PROFESSIONAL SUMMARY

Highly creative Art Director + Designer with extensive experience in marketing, online and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Skilled in client and vendor relations and negotiations; Build and maintain successful partnerships. Passionate and inventive creator of innovative design concepts and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

DESIGN/BRANDING QUALIFICATIONS

- Manage a range of internal brand design projects ensuring that all work reflects consistent identity guidelines
- Work closely with third party agencies to support creative brand development
- Provide quality control over the design work for any design/brand project
- Take ideas and concepts, and translate them into rich, visual designs that effectively meet the needs of internal leaders, partners and customers
- Excellent time management and organizational skills

EMPLOYMENT

WSAudiology, Palm Beach Gardens FL | *Senior Graphic Artist*

2021-Present

Collaborate with CMO and creative agency on large national ad campaigns and adapt for regional markets. Develop and implement the entire process of defining requirements, visualizing, and creating graphics including illustrations, logos, design layouts and photos for a wide range of marketing efforts. Also, help shape the visual aspects of websites, books, magazines, direct mail, exhibitions and more.

Red Spot Interactive, Jupiter FL | *Director of Creative Media*

2013-2021

Responsible for crafting conceptual ideas that align with brand guidelines for over 100 clients. The collateral ranges from brand development, to cutting edge website designs, social media campaigns, to traditional print advertisement. Art direction to designers, photographers and video production crews.

Office Depot, Boca Raton FL | *Senior Graphic Designer*

2009-2013

Part of the creative department for the national insert team in the Marketing Department, consisting of developing and designing all of the weekly inserts for newspapers nationwide including Alaska, Hawaii and Puerto Rico. Designed online and in-store flyers and various specialty marketing pieces.

WCI Communities, Inc., Palm Beach Gardens, FL | *Art Director*

2004-2008

Responsible for the marketing, branding and creative concepts of communities from Palm Beach County to Jacksonville. Designed layouts for ad campaigns, magazine ads, brochures and all marketing collateral including e-mail blasts. Dealt with all vendors including printers, signage companies, photographers and developers.

EDUCATION

B.A. in Graphic Design and Advertising

1996-2000

Centro de Estudios de las Americas (CELA), Merida, Yucatan, Mexico

SOFTWARE

CS6 (expert level), Adobe Acrobat Pro, Figma, Wordpress, and Microsoft Office.

LANGUAGES

English and Spanish 100% written and spoken.