

OBJECTIVE

To provide dynamic and innovative creative solutions from concept to finished production and apply my extensive experience in advertising and marketing to take any creative project to the next level.

SPECIAL SKILLS

- Proficient in the Adobe CC (Photoshop, InDesign, Illustrator, Dreamweaver, Muse, Experience Design CC). Also have extensive knowledge of Prezi, as well as Microsoft Office Suite (Mac and PC).
- Adept at handling multi-task level projects with strict deadlines.
- Expertise in digital illustration, compositing and retouching.
- Extensive knowledge of pre-press and print production
- Basic knowledge of html and CSS
- Fluency in English and Spanish

PROFESSIONAL EXPERIENCE

2009 - PRESENT:

Freelance Creative Director/Graphic Artist for various industries in print and web.

1998 - 2009:

The Rodd Group, Inc. (Bilingual advertising agency; New York, NY)

VP Creative Director

Responsible for supervising all creative development based on client marketing objectives. Created brand awareness and maintained brand synergy across all platforms. Worked on variety of industries, such as financial, pharmaceutical, tourism, beverage and entertainment, among others. Supervised print production from pre-press to on-site press checks, ensuring the highest standards of quality.

1993 - 1998:

Robles Communications (Hispanic advertising agency; New York, NY)

Senior Art Director

Responsible for all aspects of the design process, including art direction, production mechanicals, retouching and storyboards, as well as supervision of print and TV (commercials, videos, etc). Collaborated with Creative Director to ensure graphic integrity of original concept. Supervised print managers throughout the entire production process, including pre-press and press checks.

WEBSITE EXPERIENCE

- Designed and developed Roddgroup.com. Responsible for storyboarding entire site structure, designing interface and all action scripting using Flash.
- Responsible for brand development, interface design as well as supervising developers during beta testing and final launch for the following:
 - Msconflictres.com
 - Healthsaludusa.biz
 - IDBBank.com
 - Borinqueneers.com
 - Limocuisine.com
- Designed e-newsletter and web graphic elements for NALIP.org.

EDUCATION

1982 - 1985:

Pratt Institute (New York, NY)

Communications Design and Illustration