

SUMMARY

Cross-Media Graphic Designer and Production Artist with over ten years of branding, corporate identity, publishing and marketing experience in print, web and broadcast, seeks freelance or permanent positions within a design studio, marketing / communications department or advertising agency.

EXPERIENCE

Multimedia Designer (Contract)

MFS Investment Management, Boston, MA

June 2012 – Present

Earlier during this time, I assisted in rebranding efforts by applying the company's new graphic standards to all of their existing HTML email communications. The project involved coding HTML templates as well as creating custom graphics for them. I currently code and create graphics for email communications, as well as design and execute animations using Flash and After Effects. I also aid with Power Point and other print and web marketing strategies.

Production Artist (Freelance)

Marketing Drive, Boston, MA

July 2011 – March 2012

Print and web production support for over 30 projects, including, but not limited to: Flash web banners, e-mail blasts, web page layout and development of new marketing pieces based on established graphic standards.

Graphic Designer (Freelance)

Boston Consulting Partners, Boston, MA

May 2010 – Present

Designed and developed marketing materials (sales pitch books and tear sheets) for over 12 alternate financial companies.

Lead Graphic Designer (Freelance)

The David Group, Waltham, MA

March 2010 – April 2010

Designed and produced recruitment advertising for the healthcare industry. Designed and coded several e-blasts, and developed the look and feel of the company's website as well as other mini-sites.

Art Director (Freelance)

The Boston LGBT Film Festival, Boston, MA

November 2009 – April 2010

Conceptualized the look and feel of all the marketing pieces for the Festival. Developed, laid out and produced the 42-page program for the festival, as well as all related collateral: flyers, ads, presentations, web banners, etc.

Graphic Designer (Freelance)

Racepoint Group, Waltham, MA

December 2009 – February 2010

Created Power Point templates and illustrations for their Corporate Capabilities Presentations in addition to other communications pieces.

Senior Graphic Designer

Radagroup, Inc., Guaynabo, PR

September 2006 – September 2009

Senior Graphic Designer in charge of conception and copywriting to production. Worked for a wide variety of clients ranging from beauty and healthcare products to industrial associations and corporate conventions.

- Developed slogan and coordinated the execution of TV anti-drug campaign targeted at preadolescents. It was the only campaign that met the client's timeline, out of five submitted by other agencies for other age groups.
- Designed the page layout for the first Hair Care Company-sponsored magazine in Puerto Rico targeted at hair stylists. The publication was well received by clients and salons and helped increase the hair care company's revenue.
- Conceptualized and executed an advertising campaign for a stone tile showroom which required a different execution each month for a year.

Graphic Designer

Kreative Marketing and Consulting Services, Inc., San Juan, PR

September 2004 – September 2006

Graphic Designer in charge of concept to final production of print marketing and collateral materials for approximately 30 different projects.

- Created, from concept all the way to final execution, an ad campaign for a vitamin manufacturer aimed at a specific regional market. Directly involved on all aspects of the project, from conceptualization and coordination of the photo shoot, to final execution in posters and print ads, adapted to every newspaper in the targeted area.
- Executed an effective ad campaign for an aqua-aerobics gym, which resulted in an increase in the gym's membership.
- Developed icons for an innovative moral values campaign for a Christian television network, based on market research that suggested a more broad approach to the networks' viewership.

EXPERIENCE (cont.)

Graphic Designer (Freelance)

Javier Marrero Sanchez Attorney at Law, Morovis, PR
 March 2007 – April 2007
 Created logo for Notary Public stamp

Graphic Designer (Freelance)

Mayra Marrero Berio Environmental Consulting, Caguas, PR
 October 2006 – January 2007
 Created identity package for client: Logo, Business Card and Stationery

Graphic Designer (Freelance)

Julia M. Colón Padilla Environmental Consulting, Bayamón, PR
 October 2006 – January 2007
 Created Identity package for client

Graphic Designer (Freelance)

VarDGo Services, Vega Alta, PR
 September 2006 – October 2006
 Created logo for Pharmaceutical Validation company

Production Artist (Freelance)

Deutsche Bank, San Francisco, CA
 June 2004 – September 2004
 Updated pitch books for internal clients using Word and Power Point templates and macros

Production Artist (Freelance)

Littler Mendelson, San Francisco, CA
 March 2004
 Production of Power Point presentations for convention, using already created templates

Graphic Designer/Production Artist (Freelance)

The Body Shop, San Francisco, CA
 January 2004 – February 2004
 Design and production of retail graphics

Graphic Designer/Production Artist (Freelance)

Analog Devices, Norwood, MA
 June 2003 – August 2003
 Production of semiconductor documentation

Production Artist (Freelance)

Publicom, Inc., Cambridge, MA
 January 2003 – June 2003
 Production artist for educational books

Production Artist (Freelance)

Baseline Development Group, Boston, MA
 November 2002 – December 2002
 Production artist for Elementary Schoolbooks

Graphic Designer/Production Artist (Freelance)

GTS Publishing Services, Somerville, MA
 September 2002 – October 2002
 Freelance production artist for book publisher

Graphic Designer (Freelance)

The Print House, Boston, MA
 May 2002 – June 2002
 Freelance graphic designer for in-house printing office at major hospital

Production Artist (Freelance)

DiBona, Bornstein and Random, Boston, MA
 February 2002 – March 2002
 Freelance production artist for a variety of design projects

Production Artist (Freelance)

TNT Vacations, Boston, MA
 July 2001 – July 2001
 Freelance production artist for price catalog

Production Artist (Freelance)

Mazer Digital Media, Boston, MA
 May 2001 – July 2001
 Freelance production artist for web version of teacher's guide

Production Artist (Freelance)

MFS Investment Management, Boston, MA
 October 2000 – May 2001
 Freelance production artist for financial portfolios

EDUCATION

- **School of The Museum of Fine Arts**, Boston, MA, January 1998-May 2002: Courses in Graphic Design, Illustration, Visual Dynamics, Fundamentals of 3D Design, Color, Typography
- **Massachusetts Institute Of Technology**, Cambridge, MA, 1992-1993, Graduate School of Engineering
- **University of Puerto Rico**, Mayaguez, PR, 1987-1992, Bachelor of Science, Chemical Engineering

SKILLS

- Knowledge of Adobe Photoshop, Illustrator, InDesign, Dreamweaver, After Effects and Flash for both PC and Mac
- Ability to hand code HTML and CSS