



## OBJECTIVE

To obtain a position that will enable me to use my strong Graphic Design, Art Direction and Advertising skills, where I can add value and make a positive contribution to the company.

## SKILLS

Highly proficient in: Adobe CS6 Illustrator, Photoshop, InDesign, Acrobat, Distiller, Page Maker, Dreamweaver, HTML, XML, CSS, Quark Xpress, Microsoft Office (Word, Power Point, Access, Excel) for Mac OS and PC, with knowledge of Corel Draw, Web Easy and Front Page. Photo retouching, anatomy and figure drawing, airbrush and illustration.

## AWARDS

- **2009 Gold Addy Award – Arts, brochure**  
American Advertising Federation's Addy Awards Competition  
Art Director, Miami City Ballet Campaign.
- **2009 Gold Addy Award – Arts, mixed media campaign**  
American Advertising Federation's Addy Awards Competition  
Art Director, Miami City Ballet Campaign.
- **2003 Bronze Charlie Award – Best new redesign**  
Florida Magazine Association's Charlie Awards Competition  
Art Director, Aging With Style Magazine.
- **2002 Bronze Charlie Award – Best new magazine**  
Florida Magazine Association's Charlie Awards Competition  
Art Director, Aging With Style Magazine.

## EXPERIENCE

2008 – Present

### **Allemant Designs / Independent Art Director-Graphic Designer**

- Consulting for various clients. Create and design marketing, promotional, and branding solutions from start to finish. Working directly with advertising agencies as well as corporate clients, to create print and online marketing campaigns.

June 2011 – March 2012

### **Starboard Cruises Services, an LVMH Company / Art Director-Designer; Miami, FL.**

- Responsible for creating concepts to final artworks of onboard retail print marketing pieces, promotional materials, in-store signage, in-cabin material, catalogs, posters, banners, etc. to support overall marketing and visual elements for all cruise line partners (Costa Cruisere, Royal Caribbean International, Carnival Cruise Lines, Celebrity Cruises, Holland America Line, and Azamara Club Cruises) while adding creative guidance that are consistent to each cruise line brand identity.

April 2008 – Jan. 2010 (freelance)

### **Turbulence Advertising / Art Director-Graphic Designer; North Miami, FL.**

- Provide creative art direction and design for all marketing, new concepts, branding, design, photo shoot and production of various promotional materials.
- Involved in all steps of art direction, from concept to execution of advertising campaigns. Clients: Miami Art Museum (Perez Art Museum,) Miami City Ballet, Florida Grand Opera, The Partnership for a Drug-Free America, Kindred Spirits, Xanté, Vista BMW, Adorno & Yoss - The Bebé Boomers, Carrfour.
- Responsible for building contemporary and aggressive campaigns for Miami City Ballet:
  - Increased an 18% in revenue from tickets sales.
  - Won two Gold Addy Awards for Arts, brochures and mixed media campaign.
- Create a unique graphic treatment that would present a more contemporary look and impression of the Miami Art Museum.

## EXPERIENCE (CONTINUED)

Sept. 2004 – Aug. 2008

**American Media, Inc. / Senior Design-Editor; Boca Raton, FL.**

- Concept and design for covers, feature stories and redesign of different magazines.
- Design and production of the weekly tabloids and magazines, working extensively with editors and writers in graphic editing. Handled magazines design and layout.

Dec. 2003 – Present (freelance)

**Printex / Art Director-Graphic Designer; Coral Spring, FL.**

- Creating innovative design solutions, by working with Marketing Director to enhance and produce all print, advertising and branding projects.

Nov. 2002 – Sep. 2004 (freelance)

**Construccion Pan-Americana and Mineria Pan-Americana Magazine / Art Director; Miami, FL.**

- Art direction and production of these monthly and quarterly magazine and the Annual buyer's guide. Duties include layout, creation of Ads, promotional material design, logos, media kits and development of marketing concepts in all stages.

Dec. 2001 – Sep. 2003

**Aging With Style Magazine / Art Director; Coral Gables FL.**

- Responsible for art directing and designing the entire magazine.
- The making of pre-press work through PDF files.
- Increased sales and annual subscriptions resulting from a redesign of the magazine.
- Creation of ads, promotion materials and various projects for the Marketing department.
- Awarded for best redesign and best new magazine by the Florida Magazine Association.

Nov. 2001 – March 2002

**i+n Magazine / Art Director; Miami, FL.**

- Responsible for the structure and design of the magazine as well as projects in an interactive environment. Also responsible for revisions and pre-press work.

Jan. 2001 – Nov. 2001

**Scelta Design Agency / Graphic Designer; Miami, FL.**

- Responsible for designing I+n Inversion y Negocios and Paso Fino Journal magazines.
- Design of CD covers as well as the CD's and the credits for Total Music.
- Graphic Designing, Corporate identity systems, logos, letterheads and stationery, Ads, media kits, brochures, and catalogs. For companies such as #10 Magazine, FIU Florida International University, Realty Executive, LOAM, among others.

Nov.- Dec. 2000 (freelance)

**The Hunters Lounge / Graphic Designer; San Juan, Puerto Rico.**

- Graphic Design and Promotions.

Dec. 98 – Nov. 2000

**Teleprogramas Magazine / Graphic Designer; Miami, FL.**

- Design of the weekly magazine, logos, brochures, letterheads, creation of ads and magazine promotion materials. I also gained experience in web pages design.

## EDUCATION

- **Fashion Business** (2014) - Parsons The New School for Design / New York, NY
- **Web Designer Certificate Program** (2010) - UM University of Miami / Coral Gables, FL.
- **Graphic Design and Advertising** (1997) - IPP Peruvian Advertising Institute / Lima, Peru

## LANGUAGES

English, Spanish and Italian.

## REFERENCES

Available upon request.