

Highly motivated, detail-oriented art director with extensive experience in visual arts and advertising, creating work with personality, passion and intuition. With in-depth knowledge of corporate communication combined with a multi-cultural, multi-lingual and global perspective.

SKILLS

Art Direction, Creative Direction, Team Management, Storyboarding, Illustration, Interface Design, HTML, CSS. Agile Workflow, Adobe Creative Suite, Adobe Premiere Pro, Apple Final Cut Pro X, Sketch, Google Sketchup, Invision, Keynote. English, Spanish. Mac and PC fluent.

EDUCATION

University of Westminster, London

MA in Hypermedia Studies, 1998

Universidad Nacional, Bogota, Colombia

MFA - Master in Fine Arts, 1996

Universidad Nacional, Bogota, Colombia

BA - Bachelor in Fine Arts, 1994

EXPERIENCE

Williams Lea Tag, New York. 02/2014 – Present. Art Director

Lead design team, producing print, online and interactive work for global clients in multiple markets. Select, train and mentor junior staff. Create mood boards and storyboards for animation and digital projects.

Clients Avon, Google, Coca-Cola, McDonald's, Diageo, Levi's, DHL, DeVry University, Burberry, Reebok, H&M, Intel, Alcon, BlackRock, Deutsche Bank, Zurich, Quiksilver, Roxy, American Express, Novartis.

Freelance design and photography, Bogota, NY, LA. 09/2012 – 01/2014

Hands-on ideation and production of photography, illustration and design work. Managing briefs and budgets. Collaborating with directors and developers. Managing printers and vendors to outsource production.

Clients Nordstrom Rack, House of Sillage, Direct Lending, Gildi Eyewear, Seringal, ARCA International Group, HipFlat, mc10, Maxi Stores, Servi-One, SoVibes, FIT Performance Apparel.

Fundacion Universitaria San Martin, Bogota. 02/2010 – 10/2011. Design and Film Studies Adj. Professor

IKON Design Group, Bogota. 01/2004 – 08/2012. Creative Director

Conceptualize and develop branding, online, mobile and print solutions for global and US clients. Responsible for building and managing a design team from the ground up to work on digital and print projects.

Clients Mercedes-Benz, CibaVision, SobeFit Magazine, Engel & Völkers, Aigos, USAID-International Republican Institute, Marley Resort & Spa, Amanoka Villas, Caribbean Essentials, Hudson Capital.

Outbox Technologies, New York. 02/2001 - 10/2003. Art Director

Create online and branding solutions for business-to-business and business-to-consumer companies.

Clients Spectrum Capital Partners, FunKingz, TransCare, Construsoft, DataTel, Pleasant Bay Village, Tampa Bay Latin Film Festival, Jel's Spa.