

Jorge de Corral

Art Director & Graphic Designer
jorgedcm@gmail.com
jorgedecorral.com

Summary

Highly motivated and versatile art director & graphic designer with over 10 years of digital design experience. Extremely detail oriented & organized. Outstanding business judgement & communication skills. Passionate about my work & ability to turn vision into reality. Bilingual in English & Spanish.

Experience

 · Westboro, MA

Senior Interactive Art Director · June 2016 – Present

- Art direct video & photography from concept to completion.
- Vet & award photographers, directors & production companies, attend & oversee shoots, and direct edits.
- Collaborate closely with other creatives, copywriters, UX & technologists to create compelling award-winning social & digital advertising campaigns, and ecommerce pages.
- Ad Club's 2017 Hatch Merit Award for Bose ecommerce site.
- Ad Club's 2016 Hatch Merit Award for Panaray story video.

Interactive Art Director · October 2011 – June 2016

- Art direct social, product & store demo videos, social & digital advertising campaigns, ecommerce pages & emails.
- Directed social video & photography for the Bose Auto Experience during CES 2016, reaching over 3 million Facebook & 600k Twitter fans.
- Led creative team for the 2015 NFL social sponsorship content, considered best-in-class.
- Bilingual brand ambassador at 2015 Latin Grammys gift lounge.
- 2014 Bose World-Class Vision Award (entered Ad Club's Hatch Awards) for SoundLink Color holiday social campaign.
- 2013 Bose World-Class Vision Award for SoundLink 2 iAd.

Senior Web Designer · October 2009 – October 2011

- Draft layouts for ecommerce pages & emails.
- Design desktop, mobile & interactive ads.

Web Designer · October 2007 – October 2009

- Create assets for ecommerce pages.
- Design desktop, mobile & interactive ads.

 · Boston, MA

Graphic Designer · July 2006 – May 2007

- Design corporate collateral such as brochures, flyers, letters, billboards and web banners for financial company.

 · Boston, MA

Production Specialist · July 2005 – May 2006

- Format, template & produce pages for educational K-12 bilingual textbooks studied in California, Florida & Texas.

FREELANCE · Waltham, MA

Real Champions · 2014 – 2017

- Design & write Real Madrid blog reaching 250k Facebook fans.
- Advertise & analyze social analytics to improve engagement.

LopezMora Business Design · 2014

- Photograph team & office location.
- Design & develop website for marketing consulting firm.

AC Academy · 2013

- Design logo for high-level badminton program led by Andy Chong, former US #1 ranked player & US Olympic coach.

Madrona Bros · 2013

- Wireframe, design & develop website for landscape & construction company.

Education

Northeastern University · Boston, MA

Bachelor of Science in Graphic Design · May 2007

Cum Laude, Dean's List, GPA 3.4 (3.6 in major).

Samuel Bishop Award for most outstanding student.

"200 best soccer players in history" poster presented

at AIGA National Design Education Conference (3/2007).

Professional Development

SXSW (2016), AGI: Intro to AfterEffects (2015),

Youth Marketing Strategy (2015),

Ad Club Sports Marketing Summit (2014),

Ethan Marcotte: Responsive Web Design Workshop (2014),

NXNE (2014), Ad Club Creative Concepts Course (2012).

Skills

Proficient: Photoshop, Illustrator, InDesign, Mac & PC.
Capable: AfterEffects, KeyShot, iAd, HTML & CSS.

Interests

Soccer, tennis, basketball, travel, photography & video games.