

# DEREK PROSPERO



DESIGN PHOTOGRAPHY WEB VIDEO COPY BRAND ILLUSTRATION POST

**PROSPERO CREATIVE**  
FOUNDER, CREATIVE DIRECTOR  
1998 - PRESENT

Since 1998, I have operated an independent studio, exploring traditional art and personal projects while offering various services, merchandise and creative consulting. Web design, print design, brand and copy, post production and various complex creative projects.

**BAYSHORE SOLUTIONS**  
LEAD DESIGNER  
2009 - 2016

For 7 happy years I served as Lead Designer at Bayshore Solutions, a digital marketing and interactive agency. My responsibilities included:

- Meeting directly with clients to drive creative dialogues and strategies
- Creating mockups and writing copy for websites, display ads, brand identities and various print collateral
- Directing photo and video shoots for products and locations; overseeing all editing and post-production
- Interviewing and training new employees
- Representing the company as a guest-speaker at industry summits, conventions, award ceremonies and universities
- Conducting a semi-monthly employee workshop to encourage creative skill-seeking across all staff members, a voluntary effort to nurture the agency's creative atmosphere; creating company-branded lesson plans and hand-outs

**THE DILLY**  
CREATIVE DIRECTOR  
2002 - 2007

An early social network, The Dilly required many custom interfaces and layouts for profiles, forums, dashboards and content pages. In addition to UI/UX design, I was responsible for ad campaigns and marketing strategies. As part of a larger brand initiative, the "Rank Icons" were created to accessorize member profiles and forum posts. With new icons released each week, members were encouraged to earn them through various participation and activity milestones. This early viral marketing effort quickly led to spikes in traffic and sign-ups. Today, the Rank Icons remain popular avatars all over the web. See them at [derekprospero.com/illustration](http://derekprospero.com/illustration)

**NEW ENGLAND TECH INSTITUTE**  
INSTRUCTOR  
2000 - 2004

Served as a full-time instructor at the New England Institute of Technology's facility in West Palm Beach, FL. There my duties included:

- Writing the new program's curriculum on web design and animation, which had not existed at the school before my hire
- Two 5-hour classes per day (morning & night), Mon - Thurs; average class size 12-24
- Working individually with students to help them achieve their academic goals

**LIQUIGEM**  
FOUNDER, CREATIVE DIRECTOR  
1997 - 2000

In 1997, I co-founded Liquigem, a small agency serving high-profile clients in Palm Beach, FL and specializing in early web design. As Creative Director, my responsibilities were to oversee all day-to-day artistic output, drive the company's creative strategy, and cultivate new business. By the time I had left for a career in teaching, Liquigem had grown from 3 to 12 full-time employees.

**WEBSITE** DEREKPROSPERO.COM  
**E-MAIL** DEREKPROSPERO@GMAIL.COM  
**PHONE** 813.382.4263  
**ADDRESS** 3153 GRISWOLD AVE, BRONX NYC 10465