

# MARILET FONTIVEROS QUE

## ART DIRECTOR

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### CLIENTS

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Bayer, Financial Engines, AMCI, Novartis/GSK, Verizon, Pearson, Honeywell, Biogen Idec, Subway Restaurants, Proctor & Gamble, The State of Massachusetts, YWCA, Comcast, The School for Field Studies

### SKILLS

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#### Design

Digital, Mobile, App, Social Media, Responsive, Mobile-First Responsive, UI Design, User Experience, Discovery Workshops, Identity, Print, Concept Development, Brand Development, Marketing Collateral, Retouching

#### Tools

Adobe Creative Suite CC, Sketch, InVision, JIRA, WordPress, Squarespace, Intermediate understanding of HTML and CSS, Keynote, Powerpoint, Microsoft Office

#### Work

Self-motivated and dependable. Ability to adapt quickly to constantly changing situations and tackle fast-paced demands with great attention to detail. Ability to oversee and mentor designers. Enthusiastic about technology, innovation, and evolving industry.

### EDUCATION

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**The Art Institute of Boston at Lesley University**, Boston, MA  
BFA in Graphic Design (May 2006)

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### EXPERIENCE

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#### **Freelance**, New York, NY

Freelance Art Director & Designer (Dec 2016 – present)

*Clients: Financial Engines, AMCI*

#### **The Lathe / greyhealth group**, New York, NY

Digital Art Director (Jul 2015 – Dec 2016)

Led and oversaw design team. Collaborated with product team to create unique and innovative user-centered digital solutions in healthcare. Performed discovery workshops that enabled informed and strategic decision making. Presented creative ideas to internal staff and clients. Worked with internal development team through production to ensure that functionality and user experience were executed properly and that creative upheld utmost quality. Identified emerging technologies and how they can best serve our clients.

*Clients: Bayer*

#### **Freelance**, New York, NY

Freelance Art Director & Designer (Apr 2015 – Jul 2015)

*Clients: Financial Engines, AMCI*

#### **Havas Worldwide**, New York, NY

Freelance Digital Art Director (Mar 2014 – Mar 2015)

*Clients: Novartis, GSK*

#### **Jack Morton Worldwide**, New York, NY

Freelance Digital Art Director (Sep 2013 – Feb 2014)

*Clients: Verizon, Pearson*

#### **Jack Morton Worldwide**, Boston, MA

Senior Digital Designer (Nov 2011 – Aug 2013)

Created innovative solutions for a wide range of clients in an evolving digital space. Collaborated with Art Director and team to develop user-centered design solutions that are on strategy and reflect the brand's identity. Presented creative ideas to internal staff and clients in a clear and articulate manner. Monitored projects through all phases of design, development, and production.

*Clients: Honeywell, Biogen Idec, Subway Restaurants, P&G*

#### **Anti-Defamation League**, New York, NY

Senior Graphic Designer (Nov 2009 – Nov 2011)

Responsible for conceptualization and design of original concepts to completion. Effectively coordinated and communicated with the Art Director, writer and production artist to ensure that visual design adhered to brand and communicated the desired message.

*Clients: Internal*

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