



## CARLOS OLIVERAS COLOM DESIGN | ART DIRECTION

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### EDUCATION

**RINGLING COLLEGE OF ART + DESIGN**  
BFA , GRAPHIC & INTERACTIVE COMMUNICATIONS  
GPA: 3.5/4.0

### LANGUAGES

ENGLISH, SPANISH, HASHTAG, EMOJI, GIF 🦄👋

### DESIGN EXPERIENCE

#### **FREELANCE GRAPHIC DESIGNER || RADIO DISNEY, CA | Jan '16 – May '16**

Contracted to work on print and digital pieces for the Radio Disney Music Awards 2016 to be aired on TV for fourth consecutive year out of six years that it has been celebrated. Some pieces include: RDMA program book, social media marketing, app and website assets and large scale graphics for Red Carpet. In addition, designed and produced original graphics for a Radio Disney Artist Showcase at SXSW in Austin, Texas.

#### **JR. GRAPHIC DESIGNER || JIBJAB STUDIOS, CA | June '15 – Jan '16**

Designed collections of Ipad Books for “Storybots” Classic Books Series—300+ pages of content. Created a set of typographical & illustrative original halloween related content for their new iOS app. Worked on email designs and marketing paid media. Produced typographic quotes to be used internally in as a collaborative mural. Worked concepting with the design team to produce the new marketing webpage of JibJab's App – expected Fall 2015.

#### **ART DIRECTOR + LEAD DESIGNER || RINGLING COLLEGE DESIGN CENTER, FL | Aug '14 – May '15**

Conducted demographics focus groups, surveys and research. Working collaboratively developed the concept and visual aesthetic for the upcoming Ringling College admissions 250 page view book. Communicated with photographers, copy-writer and team members. Hands on early in the process from proposals to execution to early press check.

#### **DESIGN INTERN || MCCANN ERICKSON PUERTO RICO, PR | May '13 – Aug '13**

Designed visual material for print & web clients included Dentyne Ice, Planter's Peanuts, Master Card, Essie, Garnier, and L'oreal. Collaborated in brainstorming sessions for on going campaign productions. Broadened knowledge of editorial image retouching.

#### **LETTERPRESS STUDIO MONITOR + DESIGNER || RINGLING COLLEGE LETTERPRESS STUDIO, FL | '14**

Oversaw and mentored students in production and printing. Produced projects using methods from lino cuts, polymer plates, lead type setting and wood blocks. In collaboration with a fellow studio monitor designed and printed an edition of 300 invitations for an event hosted at Ringling College of renowned Book Artist, Ellen Knudson.

### SOFTWARE

Photoshop, Illustrator, InDesign, After Effects, Premier, Keynote, Sketch, Sketch Up and Basic knowledge of HTML 5 / CSS.

### CREATIVE

Branding, Concepting, Identity, Visual Design, Print Design, Packaging Design, User Interface & Experience Design, GIFs, Screen Printing, Letterpress, Handlettering, Typography and Illustration.

### AWARDS + HONORS

**AFF** || 2016 Amy Award '16  
Professional Gold ADDY '16  
Student “Best in Show” ADDY '15  
Three Student GOLD ADDY's '15  
4th District Student Silver ADDY'15

Graphic Design, Best of Ringling Juror's Choice'15

Presidents List '12,'14,'15

Valedictorian Award '11

Barack Obama's Presidential Award '11

#FOODIE #IGER #HIKING #PHOTOGRAPHY #LONGBOARDING #BLOGGING #VOLUNTEERING #SCIFI #FASHION #MUSIC