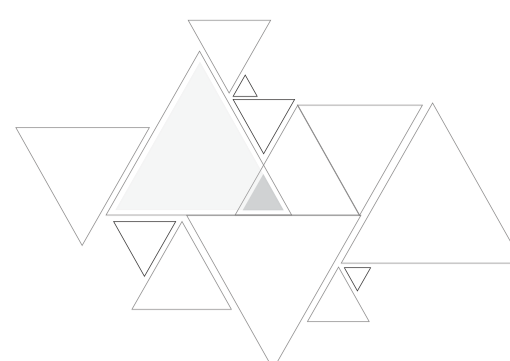


ILLUSTRATOR, GRAPHIC DESIGNER & ART DIRECTOR

CONTACT
INFO



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me@danbencomo.com



DANIEL BENCOMO

View my Portfolio

1 | ABOUT ME

versatility

Illustrator, Art Director, Concept Artist and Graphic Designer with substantial experience in Graphic Design, Web Design and Illustration. With 8+ years of experience in the management of the complete design process, from conceptualization to delivery. Solid judgment, excellent communication skills and posses excellent problem solving habilities. I am reliable and hard working.

Proficient in: Photoshop, Illustrator, InDesign, After Effects, Painting, Drawing, Zbrush.

2 | EXPERIENCE

agency & freelance experience

work experience:

2015 - 2016 • Art Director & Graphic Design Blupineapple Design LLC www.blupineapple.com Miami, Florida

B2B Creative Design Agency. Branding & Web Design Specialty

- Conceptualize creative solutions that effectively communicate the strategic intent for each tactic within the assigned products.
- Delegate tasks to the 4 members of the design and illustration team and provide counsel on all aspects of the project.
- Oversee Web Developers & Programmers to ensure the quality of the design
- Supervise the assessment of all graphic materials in order to ensure the quality and accuracy in the design.
- Oversee the efficient use of production project budgets.
- Developed numerous BTL Marketing programs (brochures, newsletters, infographics, presentations, advertisements, email marketing, direct mailing, eblasts, print ads) and guaranteed that they exceeded the expectations of clients.
- Client communication. Responsible for making presentations to client. Gathering Client Intel and making sure the project fits their needs.
- Project Management. Effectively handle multiple assignments at one time. Up to 10 Projects with multiple deadlines.
- Command respect of freelancers and designers and be able to effectively oversee their work.
- UI/UX Design experience. Creation of UI for different projects. Effectively create User Interfaces and Systems that were friendly and attractive
- Branding Experience: Strategize how brand is positioned in the market and research targeted consumers insights. Apply the research to provide direction, guidance and a clear strategy to ensure that brand is effectively supporting strategic objectives that make a difference to the bottom line.
- Key projects:
 - Knock Knock Delivery Inc, www.weknock.com - UI/UX & Branding
 - IMMI Clothing: Branding, Marketing Strategies, Product Development, UI/UX

2012-2013 • Samsung - Freelance Artist Caricatures and Illustration Venezuela

- Responsible for Illustrating & Caricaturing at several Samsung Promotional Events.
- Designing Marketing Materials for several Promo events

2008 - 2010 • Graphic Designer FREELANCERS AGENCY S.A Venezuela

ATL & BTL Advertising Agency.
Worked with major brands & national Ad Agency Partners

- Thinking creatively to produce new ideas and concepts and developing interactive design;
- Perform position of Liaison between J Walter Thompson Venezuela & Freelancers SA
- Illustrative skills with rough sketches and working on layouts ready for print.
- Storyboard & Animation for several TV Ads
- key accounts: Schick, Colgate, Shell.

2014 - 2015 • Art Director Webiotic Web Solutions - www.webiotic.com Miami, Florida

Web Design, App Design & Web Apps Agency

- Concept creation of all graphic materials in order to ensure the quality and accuracy in the design.
- Lead a team of 3 Graphic Designers and provide help and guidance so that all Art within a project would remain consistent
- Project Management. Work on up to 15 different projects at the same time. While leading design and development team.
- UI/UX Design experience. Creation of UI for different projects. Effectively create User Interfaces and systems that would meet client expectations and needs.
- Testing and Q/A of all Websites, Web Applications and Mobile Apps.
- Recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals.
- Created 4+ design presentations and proposals a month for clients and account managers.
- Key projects:
 - Hook and Tackle. www.hookandtackle.com - Web Design
 - Michelle Lewin www.michellelewin.com - Web Design
 - SmartCruiser - Web Design, UI/UX
 - LaBellaMafia Clothing. www.labelamafiaclothing.com - Design & Marketing

2012 - 2014 • Design Teacher Valencia Design Institute (IDV) Venezuela

- Illustration Course
- Photoshop & Illustrator Course
- Drawing Course (beginners)
- Advanced Drawing Course
- Sculpture Course

2010-2012 • Freelance Artist - Art Direction Ottavio Pizza Company Venezuela

- Meet marketing objectives and strategies and adhere to tight deadlines
- Create interface designs and visual hierarchy systems, establish the design language, and execute design direction, visual assets and presentation materials
- Work with Sr. Creative Director to develop and streamline processes within the team when needed
- Responsible for creating & testing marketing materials for the company.

3 | EDUCATION & SKILLS

art school & design school

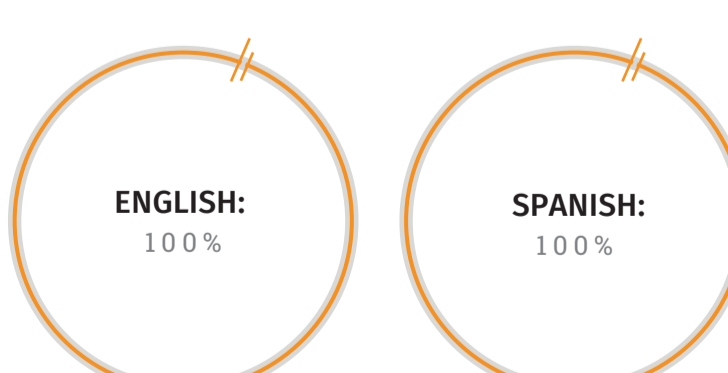
education:

- 2015-2016 • Concept Art
Anthony Jones - Mentorship - Certificate
California, USA
- 2009-2012 • Illustration Design Associate
Valencia Design Institute (IDV)
Valencia, Venezuela
- 2007-2009 • Contemporary Art Associate
Ateneo de Valencia (Art School)
Valencia, Venezuela
- 2004-2007 • Fine Arts Associate
Arturo Michelena Art School
Valencia, Venezuela

skills:

- Design
- Illustration
- Project Managing
- Art Direction
- Creative Direction
- Lead Designer
- Concept Design
- Marketing
- Social Media Managing
- Marketing Campaigns
- Branding
- Brand Strategy
- Photoshop
- Illustrator
- InDesign
- After Effects
- Animation
- Storyboarding
- Sculpture

languages:



4 | PROJECT HIGHLIGHTS

ui/ux, web design, branding

- 2016 • Art Direction | Design | UI/UX | Branding
Blupineapple Design
<http://www.blupineapple.com/>
- 2016 • Art Direction | Design | UI/UX | Branding
Knock Knock Delivery
<http://www.weknock.com/>
- 2015 • Art Direction
Hook & Tackle Sportswear
<http://www.hookandtackle.com/>
- 2014 • Art Direction
Michelle Lewin
<http://www.michellelewin.com>