

## Experience

APRIL 2017 - PRESENT

**Entravision Communications, Los Angeles** - Digital Design Manager

- Lead and provide digital creative direction for brand partners while supporting their efforts across 15+ local markets across the US.
- Lead and collaborate on all creative design for external marketing materials including go to market deck, wrap reports, client digital work, micro-sites, and pitch decks.
- Develop digital creative frameworks for key brand partners to apply in various markets across the US.
- Provide creative insights, out of the box thinking, planning, and digital strategy recommendations for key account partners and pitches.
- Communicate effectively with both internal and external clients.

JULY 2015 - DECEMBER 2016

**GrowthMed, Los Angeles** - Lead Designer

- Oversee the design and production of responsive Wordpress websites from concept to finish.
- Developed and optimized the design process which drove an increase in approvals by over 200%.
- Delivered innovative user experience design work optimized for SEO, social, and conversion.
- Maintained optimal client satisfaction through effective communication during design, production and post production.

MAY 2013 - JULY 2015

**NKP Medical Marketing, Los Angeles** - Senior Web Designer

- Designed and presented over 100 responsive websites for clients in the medical industry.
- Streamlined the design process to effectively gather relevant information from the client.

JUNE 2011 - JUNE 2013

**Reflectur, San Francisco** - Designer

- Developed design deliverables that elevated, differentiated and functioned on-brand and on-strategy.
- Worked with clients to determine creativity and strategy for marketing campaigns.

JULY 2009 - AUGUST 2010

**Mark & Medios, Barcelona, Spain** - Designer

- Designed from concept to artwork various collateral material, landing pages and email marketing campaigns for clients in various industries.
- Drove innovative brand strategy through the creation of logos and brand identities
- Delivered UI, UX and site architecture design

JUNE 2006 - JUNE 2008

**Mer-K-Brand, Caracas, Venezuela** - Art Director

- Development from concept to implementation of various events and experiential marketing activities for various brands.
- Consulted on the creation of brand identity design, logo, and collateral material for B2C clients.

JANUARY 2006 - JUNE 2006

**Extremo Surf Magazine, Caracas, Venezuela** - Art Director

- Lead the art direction and layout design of the entire magazine.
- Collaborated with the editorial team in selecting, retouching and archiving photos and content for the launch of the publication
- Delivered high quality and immersive styling and design for bi-monthly magazine

## Education

JANUARY 2001 - JULY 2004

**Instituto de Diseño de Caracas, Caracas, Venezuela** - Bachelor Graphic Design

## Special Skills

Graphic Design, Web Design, Advertising, Photoshop, Illustrator, Final Cut, Premiere, After Effects, Social Media Marketing, Logo Design, InDesign, Design Principles, WordPress, Photo Editing, Brand Development, Art Direction, User Interface Design, Concept Development, Color Theory, HTML, CSS, Video Production, Print Production, jQuery, Front-end, User Experience Design, Online Marketing, Online Advertising