

Profile

A highly skilled multi-disciplinary experience Creative Director with over seven years experience in leading the design and development of creative digital and graphic solutions, with specific focus in the areas of interaction design and product development. Extensive experience working across a wide breadth of industries and leverage my expertise and talent to develop solutions that meet the needs of businesses and their customers.

Key Strengths

- Proven design skills and talent
- Rapid conceptualization and ideation ability
- Leadership of creative team members
- Creative problem solving

Experience

Media8, Inc. www.media8.com

February 2007 - Now

Creative Director
Miami, FL

Since joining Media8 I have been engaged in defining, planning, and leading the design and development of interactive and broadcast media solutions across three operating locations in the US and Argentina. My recent work has been focused on delivering creative interactive solutions for Fortune 500 companies entering the US Hispanic market and US General Market. My specific experiences include:

- Concept generation, definition and direction of all client facing solutions including banner ads, websites, CD-ROMs, Flash animations
- Coordination and leadership of project teams to define requirements, functionality, navigation, interaction, and overall user experience
- Quality assurance of all internal and external creative solutions
- Presentation of concepts and communication of design related issues to client teams
- Spearheaded the development of internal procedures and design related business processes
- Development and deployment of global design standards and guidelines for application by junior design staff members

AvenueA/Razorfish www.avenuea-razorfish.com

September 2006 - February 2007

Art Director / Senior Interactive Designer
Fort Lauderdale, FL

My specific experiences for the US General Market and European Market only include:

- Design and development of online solutions including banner ads and websites
- Coordination and leadership of project teams to define requirements, functionality, navigation, interaction, and overall user experience
- Quality assurance of all internal and external creative solutions
- Presentation of concepts and communication of design related issues to client teams

Media8, Inc. www.media8.com

January 2006 - September 2006

Senior Art Director

Miami, FL

Same position than described before at AvenueA/Razorfish for the Latin American and US Hispanic market.

Latinthre3, Inc. www.latin3.com

March 2003 - July 2005

Senior Art Director

Miami, FL

- Brainstorming and concept generation
- Design and development of offline marketing materials including print ads, flyers, brochures, and online solutions including banner ads and websites
- Management of junior design staff and vendors

BoseArts Corporation www.bosearts.com

November 2001 – February 2003

Art Director / Interactive and Graphic Designer

Miami Beach, FL

Same position than described before at LatinThre3 for the US General market.

Thinko Design www.tauban.com

October 1999 - December 2000

CEO – Creative director

Nantes, France

Full Service Design Agency including Industrial Design, Product Design, Website Development, Digital Marketing, Packaging Design, Graphic Design, Interior Design and more.

Client List

- MTV
- MERCEDES AMG
- EXPEDIA
- UNILEVER
- AUDI
- OFFICE DEPOT
- FEDEX
- NOKIA
- AD COUNCIL
- SYMANTEC
- GOOGLE
- STARWOOD HOTELS
- REEBOK
- AOL LATINO
- NBC TELEMUNDO
- KOHL'S
- HONDA
- WHYNDAM HOTELS

- BLUE CROSS & BLUE SHIELD
- BOEING
- CARNIVAL
- AIWA
- SONY
- DELL
- PEPSI
- GM
- VW
- VISA
- NEXTEL
- NOKIA
- MICROSOFT
- COMPAQ
- MEXICANA
- CHEVRON
- FORD
- PEOPLE PC

Software (Mac and PC)

Microsoft Office Suite, 3D Studio Max, Adobe Illustrator CS3, Adobe Photoshop CS3, Adobe Premiere CS3, Adobe Flash CS3, Adobe Dreamweaver CS3, Adobe After Effects CS3, Quark XPress

Education

1999 School of Design

Nantes, France

French Master of Industrial and Interactive Design, with Honors (1 year prior to US master level)

www.lecolededesign.com

Last year Project selected and awarded from the French Ministry of transportation

http://www.innovations-transport.fr/rubrique.php?id_rubrique=20

Honors and Awards

HOW International Design Annual 2008

Best Consumer Website for FunshipIsland

Internet Advertising Competition 2008

Best Travel Microsite for FunshipIsland

ADTECH 2008

Best Multicultural Website for Vivemejor

Adobe Site of the day, January 2007

Mercedes AMG Winter Sports Game

ADDY 2006

Silver Addy For US Army Media Campaign

FIAP 2005

Finalist for Fama Cingular

Cannes Lions 2004

Finalist for Sony Latin DVD

WebAwards 2004

PepsiMundo Online Community – Outstanding Website

Sony DVD Site – Outstanding Website

Sony Handycam Demo – Outstanding Website

Dell Inspiron 600M – Online Media Campaign *Standard of Excellence

FIAP 2004

Finalist for Pepsimundo 2004

Latin Marketing Awards 2004

PepsiMundo Online Community – Best community website

Sony DVD Site – Best Consumer Website

iNova 2003

Sony Latin America Handycam – Bronze Winner 2003

Sony Latin America DVD – Silver Winner 2003