

EXPERIENCE >

2004 - NOW | THE SERIF (SOLE PROPRIETORSHIP) | NYC | DESIGN DIRECTOR

- > **G2 NY:** Created brand programs for Heineken, eMusic, Dos Equis, New Castle, Coca-Cola Company, Proctor & Gamble, Covergirl, Glaxo Smith Kline, among others
- > **BBMG:** Developed identity, packaging and advertisements for Nordic Naturals, and Social Venture Networks
- > **Draft FCB | Branding:** Developed corporate identity and branding systems for Merck, Bristol-Myers Squibb, Fred Shand, Lilly, and Perkin Elmer
- > Developed corporate identity and branding systems for various clients including Advanced Data, Verizon, The Vox Collective, Tommy Hilfiger, New York International Latino Film Festival, Cholula, Engaging Talent, Citi Bank, Würkin Stiffs, among others

2007-2009 | GRID2 | NYC | SENIOR DESIGNER

- > Directed branding efforts from idea to execution, which included the development of corporate identity, web design, POP, catalogs, packaging, direct mail, advertising, copy writing, environmental graphics, naming and nomenclature
- > Led a team of 3 designers in conceptualizing and developing full branding systems for retail brands in furniture, fashion, technology, real estate, jewelry, and food sectors
- > Collaborated with architects and interior designers to develop cohesive, dynamic, and memorable corporate environments
- > Clients included Denny's, Coppertone, Dr. Scholls, Blue Mercury, International Shoppes, Septwolves, Schering-Plough, Barnes & Noble, Sheetz, Fairmont Designs, among others

2007 | DYSON, INC. | NYC | SENIOR DESIGNER

- > Managed and art directed Dyson's non-floor care products marketing agendas for the US and Canada, primarily focusing on Dyson AirBlade
- > Led projects for trade shows, environmental graphics, and in-store signage projects
- > Developed concepts for floor care brochures, advertisements, in-store environmental graphics and POP materials

2005 - 2007 | G2 NY | NYC | DESIGNER

- > Lead designer for the global re-branding Ramada for Wyndham Hotel Group and 360° branding development for various residences by real estate developing company Extell
- > Participated in the development of branding systems for Lennar, Nokia, Sanyo, Topps, Pantone, K-mart, Whitney Museum, Urban Residential, among others
- > Created Ad Campaigns which were circulated in New York Times Magazine, Robb Report, Town & Country, New York Times, and Wall Street Journal. Ads also appeared on out of home channels, such as telephone kiosks, bus shelters and station dominations
- > Managed various junior graphic designers, interns, production designers, and freelance graphic designers

2005 | PENTAGRAM | NYC | DESIGN INTERN

- > Created environmental graphics in a team environment, for various clients including Arizona Cardinals, the Port Authority of NY and NJ, 15 Central Park West and the Baltimore Ferry Terminal
- > Participated in the creation of various ongoing signage projects, under specific visual systems and guidelines
- > Created comps for presentations, prepared mechanicals and construction documents for press and fabrication with aggressive deadlines

EDUCATION >

FASHION INSTITUTE OF TECHNOLOGY | NYC | 2005

BFA, Graphic Design, Cum Laude

NEW YORK CITY TECHNICAL COLLEGE | BROOKLYN | 2001

AA, Art and Advertising Design

ATTRIBUTES >

- > Fluent in Adobe Creative Suite, QuarkXPress, Microsoft Office Suite, Dreamweaver, Flash, CAD Tools for Adobe Illustrator and Director
- > Skilled in screen, woodblock, and drypoint printing, illustration, photography, copy writing, mechanical production
- > Maintain poise under pressure, and can carry out many projects at once
- > Motivated, driven, with a great focus on detail
- > Fluent in English and Spanish

CONTACT >

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