

## OBJECTIVE:

To obtain an art director role at a highly creative and innovative design house.

## PROFILE:

Innovative high-end design - extensive experience in all realms of print and graphic design. Developed brand and corporate identities, logos, advertisements, magazines, publications, catalogues, clothing graphics and sales collateral for clients in retail, professional services, ngo's, fashion, entertainment and automotive industries. Passionate about creating and inspiring through a constantly expanding, broad knowledge base unrestricted to the confines of the design world.

## SOFTWARE SKILLS:

Adobe Illustrator CS3      Ableton Live  
Adobe Photoshop CS3      Propellerhead Reason  
Adobe InDesign CS3      Modul8  
Adobe Premier Pro  
Google SketchUp          *all on MAC and PC.*

## INDUSTRY RELATED SKILLS:

.Fluent in English and Spanish.  
.Experienced in file prep for both digital and press printing.  
.Traditional & digital photography with b/w darkroom development.  
.Highly adaptable in both team and solo working environments.  
.Quick learner through both, hands-on and instruction.  
.Extremely effective worker under any deadlines and pressure.

## CAREER DEVELOPMENT:

Derooted - Toronto, Canada      February 2008 - Present  
Founder - Creative

.Extensive logo and branding work for such clients as; iClothing co., Replant records and Henrieta Haniskova Photography.  
.Logo and website design for NDP candidate, Peter Tabuns.  
.Live visual performances for band, Fritz Helder and the Phantoms.  
.Branded, live visual performances for New years event, HOPE09 NYE.

B-Street Communications - Toronto, Canada      October 2007 - February 2008 (contract)  
Art Director

.Highly regarded by my superiors for my ideation and time management skills.  
.Instrumental in winning pitches for Beefeater Gin, Ferrero Rocher and gained new business from Fanta.  
.Art directed photoshoots, worked along side food stylists and models for Weston Bakeries creative materials.  
.Worked on a variety of POS and promotional pieces for Coca-Cola, Ferrero, Weston Bakeries and Beefeater Gin.

MacLaren McCann/Momentum - Toronto, Canada      January 2007 - September 2007 (full-time)  
Graphic and spatial designer

.Designed and conceptualized GM's highly successful Virgin Music Festival sponsorship program.  
.Conceptualized and produced several promotional space layouts for clients such as GM, Imperial Oil and Kraft.  
.Created graphics for various large promotional events such as the GM Transformers movie launch.

MacLaren McCann/Momentum - Toronto, Canada      October 2006 - January 2007 (contract)  
Graphic designer

.Adapted and produced layouts for various POP pieces for Kraft Canada.  
.Assisted in the development of Kraft's 2007 Summer look for national POP.  
.Designed and developed the look for the GM Tuner Project (GM's youth/tuner initiative).  
.Composed and produced music for Cadillac's national autoshow display.

Cícero Publicidad - Huelva, Spain    May2006 - July2006

Course instructor and consultant

- .Engaged designers with new concepts and challenged them to create, based on an items life cycle, environmental and social impact.
- .Brought the studio to a new level of conceptualization where world issues, emerging technologies and abstract approaches are paramount.
- .Led class on basics of colour theory, elements of design, typography and an intense overview of Adobe CS2.
- .Held optional courses with a full turn out from Cícero's designers as well as account directors.

Gesto Comunicación - Huelva, Spain    February2006 - July2006

Freelance graphic designer and composer

- .Worked closely with prestigious clients such as: The University of Huelva, CEPESA, COPE, and PSOE.
- .Headed several projects from corporate image to marketing collateral and in some cases, events.
- .Created various ads and campaigns for clients of heconomia magazine.
- .Composed all music for two different news channels, Actual TV and CNH.

Contracorriente - Huelva, Spain    June2005 - January2006

Lead graphic designer

- .In charge of design and layout for the new BAYO (real estate) and NJOY (nightlife) magazines.
- .Created several corporate identity packages.
- .Photo shoot and image retouching for aesthetic surgery clinics marketing campaign.
- .Lead designer for Puerto Sur entertainment complex inauguration.
- .Coordinated with print production and sales teams to ensure client satisfaction.

Technofunk Collective/dum media - Toronto, Canada    2002- 2006

Co-founder, Head creative

- .Co-founder and collaborator in Toronto artist collective.
- .Ran small design house, mainly producing work for Toronto's club industry.
- .Developed brand identity, catalogues, clothing graphics and web site for iclothing co.
- .Photographed, wrote and designed ad campaign for Skyy Vodka.
- .Created highly acclaimed martini book for Babylon martini & musique boutique and Skyy Vodka.

Roots Canada Ltd. - Toronto, Canada    2004 - 2005

Freelance graphic designer

- .Designed in store visual components for Athens 2004 Summer Olympics (for all national retail stores).
- .Art direction of photo shoot and visual elements for employee dress code and initiative campaign.
- .Worked with visual department for in store "Target", "Denim" and 'What You Love' campaigns.
- .Image colour correction and retouching for various campaigns.
- .Image manipulation for retail store directives.

F. Duran Productions - Toronto, Canada    1999 - 2004

Freelance graphic designer

- .Designed rendezvous with madness film festival 2000/2002, poster and program guide.
- .Developed software packaging and newsletter for q data inc.
- .Designed newsletters for the Liaison of Independent Filmmakers of Toronto.

## EDUCATION:

Advertising and Design diploma, International Academy of Design, Toronto, 2001