



## Professional Summary

Versatile and resourceful art director with 21 years of experience in branding, publishing, advertising and marketing for print, web and broadcast. Combines sophistication and know-how to deliver distinctive, strategic and effective designs.

## Experience

### Art Director

#### Eaton Vance, Boston, MA

*September 2014 - Present*

Provides art direction, design and production support for a variety of print and web strategies:

- Designed and coded HTML emails and other personalized B2B marketing communications targeting Retail, Institutional and International financial advisors
- Create animations for web and video using Adobe After Effects and Animate
- Design custom Powerpoint templates as well as assist in the production of presentations
- Design and produce print and collateral as needed
- Developed an internal campaign to create awareness of the new branding within the company, as well as external marketing campaigns
- Provided UX/UI design and support for the corporate website and well as other strategies

### Multimedia Designer

#### MFS Investment Management, Boston, MA

*June 2012 - September 2014*

Assisted MFS's rebranding efforts by applying the company's new graphic standards to all of their existing HTML email communications. The project involved coding HTML templates as well as creating custom graphics for them. After that, continued coding and creating graphics for email communications, as well as designing and executing animations using Flash and After Effects. Aided with Power Point and other print and web marketing strategies as well.

### Production Artist

#### matchmg (formerly Marketing Drive), Boston, MA

*July 2011 - March 2012*

Print and web production support for over 30 projects, including, but not limited to: Animated web banners, e-mail blasts, web page layout and development of new marketing pieces based on established graphic standards.

### Graphic Designer

#### Boston Consulting Partners, Boston, MA

*May 2010 - January 2013*

Designed and developed marketing materials (sales pitch books and tear sheets) for over 12 alternate financial companies.

### Lead Graphic Designer

#### The David Group

*March 2010 - April 2010*

Designed and produced recruitment advertising for the healthcare industry. Designed and coded several e-blasts, and developed the look and feel of the company's website as well as other mini-sites.

### Art Director (Freelance)

#### The Boston LGBT Film Festival, Boston, MA

*November 2009 - April 2010*

Conceptualized the look and feel of all the marketing pieces for the Festival. Developed, laid out and produced the 42-page program for the festival, as well as all related collateral: flyers, ads, presentations, web banners, etc.

### Graphic Designer

#### Racepoint Group, Waltham, MA

*December 2009 - February 2010*

Created Power Point templates and illustrations for their Corporate Capabilities Presentations in addition to other communications pieces.

**Senior Graphic Designer**  
**Radagroup, Inc., Guaynabo, PR**

*September 2006 – September 2009*

Senior Graphic Designer in charge of conception and copywriting to production. Worked for a wide variety of clients ranging from beauty and healthcare products to industrial associations and corporate conventions.

- Developed slogan and coordinated the execution of TV anti-drug campaign targeted at preadolescents. It was the only campaign that met the client's timeline, out of five submitted by other agencies for other age groups.
- Designed the page layout for the first Hair Care Company sponsored magazine in Puerto Rico targeted at hair stylists. The publication was well received by clients and salons and helped increase the hair care company's revenue.
- Conceptualized and executed an advertising campaign for a stone tile showroom which required a different execution each month for a year.

**Graphic Designer**  
**Kreative Marketing and Consulting Services, Inc.**  
**San Juan, PR**

*September 2004 – September 2006*

Graphic Designer in charge of concept to final production of print marketing and collateral materials for approximately 30 different projects.

- Created, from concept all the way to final execution, an ad campaign for a vitamin manufacturer aimed at a specific regional market. Directly involved on all aspects of the project, from conceptualization and coordination of the photo shoot, to final execution in posters and print ads, adapted to every newspaper in the targeted area.
- Executed an effective ad campaign for an aqua-aerobics gym, which resulted in an increase in the gym's membership.
- Developed icons for an innovative moral values campaign for a Christian television network, based on market research that suggested a more broad approach to the networks' viewership.

**Additional experience**

Graphic design and production work for clients such as Deutsche Bank, The Body Shop, TNT Vacations and Analog Devices. Details available upon request.

**Education and training**

- User Experience Design Immersive - General Assembly, August 2018
- School of The Museum of Fine Arts, Boston, MA, January 1998-May 2002: Courses in Graphic Design, Illustration, Visual Dynamics, Fundamentals of 3D Design, Color, Typography
- Massachusetts Institute Of Technology, Cambridge, MA, 1992-1993, Graduate School of Engineering
- University of Puerto Rico, Mayagüez, PR, 1987-1992, Bachelor of Science, Chemical Engineering

**Skills**

- Knowledge of Adobe Photoshop, Lightroom, Illustrator, InDesign, Dreamweaver, After Effects and Animate CC for both PC and Mac
- Ability to code HTML and CSS
- Working knowledge of Sketch and inVision