



Professional Summary

Versatile and resourceful UX Research student, with a long history in Graphic Design and Art Direction, looking to join an established UX team, initially as an intern, co-op, or part-time. Combines sophistication and know-how to deliver distinctive, strategic, and effective results.

Education and Training

- **Master of Science, Human Factors in Information Design**, Bentley University, Waltham, MA, *January 2023–Present*
- **User Experience Design Immersive**, General Assembly, Boston, MA, *September 2018*
- **Certificate Program in Graphic Design**, School of The Museum of Fine Arts, Boston, MA, *September 1998–January 2002*
- **Graduate School of Engineering**, Massachusetts Institute Of Technology, Cambridge, MA, *September 1992–May 1993*
- **Bachelor of Science, Chemical Engineering**, University of Puerto Rico, Mayagüez, PR, *August 1987–May 1992*

Experience

VP, Art Director, Global Sales and Marketing Morgan Stanley Investment Management (formerly Eaton Vance), Boston, MA

September 2014–December 2022

Provided 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
- Created animations for web and video using Adobe After Effects and Animate
- Designed custom Powerpoint templates and assisted in the production of presentations
- Designed and produced 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 as 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, I continued coding and creating graphics for email communications and designing and executing animations using Flash and After Effects. Aided with PowerPoint 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 PowerPoint 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 a slogan and coordinated the execution of a 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, targeting 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.

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, inVision, and Figma

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