

WORK Experience

- Creative Director - Graphic Designer / 2018 - Current

WEBSTORE GROUP - Conceptualize and execute product packaging, branding, and product listing graphics. Develop and execute branding for multiple in-house brands from concept to completion. Design for wide range of mediums and diverse categories. Provide Art Direction to product photoshoots for marketplaces listings.

- Creative Director / 2014 - 2018

WOMEN'S INTERNATIONAL ZIONIST ORGANIZATION - Manage all aspects of the creative process. Conceptualize, design and create all marketing materials. Create and manage all social media and email marketing campaigns. Design and manage website. Direct and produce all promotional videos.

- Creative Director / 2012 - 2014

OM'ECHAYE WELLNESS & FITNESS CENTER - Conceptualize, design and create both online and offline communication materials. Create and manage all social media and email marketing campaigns. Redesign company's website and corporate identity. Create and manage restaurant identity and marketing.

- Art Director / Graphic Designer / 2005 - 2012

PALINDROME CONSULTING - Design and create both online and offline communication materials. Create and manage all social media and email marketing campaigns. Responsible for maintaining and installing computer networks based around Microsoft Server and Apple Technologies.

- Art Director / 2000 - 2005

J. WALTER THOMPSON - ARGENTINA - Create key designs/layouts for print and tv advertising. Contribute new ideas and creative design solutions. Partner with clients and senior team members across departments to heighten a brand's significance and performance.

EDUCATION

- College / 2000 - 2004

ESCUELA SUPERIOR CREATIVOS PUBLICITARIOS - Bachelor's Degree in Advertising as an Art Director. Master's of Fine Arts in Graphic Design.

Certifications / 2000 - Current

- Apple Certified Associate
- Adobe CS Design Master
- Adobe CS Web Master

Languages

- Spanish
- English

MISC.

- Artist / 2012 - Current
Showcased Artwork at several Galleries in Miami including Art Basel.
- Volunteer / 2007 - 2012
Museum of Contemporary Art - Involved behind the scenes of Miami's largest and most prestigious art events.
- Contributor / 2007 - 2009
Urbana Magazine - Designed spreads and photoshoots according to the monthly issue.