

Objective

Self starting creative professional in search of the opportunity to facilitate the creative endeavor of a company that is breaking ground and on the rise to reaching it's full potential as well as raising the creative bar.

Profile

A Dynamic free-lance Designer, Photographer and Artist, with 15 years experience in graphic design, commercial photography and art. Computer literate as well as profficient in layout, photo-editing, creative design, copywriting and corporate identity and advertising consulting.

Skill Set

Adobe Suite CS5 and below
Microsoft Office
Team Leadership
Critical conceptual and visual thinking
copywriting and editing

Digital Photography and Lighting Set Up
Digital Photo Editing and manipulation
Layout and production
Graphic Design, print and web
Planning and consultation

Experience

Free-Lance Corporate Creative Professional 2000-2012

Conceived and developed visual solutions to align communications with brand strategy. Managed all aspects of brand identity programs, including brand audit/assessment, concept development, design, presentation and implementation. Created logos, visual systems, brochures, identity guidelines, Directed and produced internal communications to guide companies through organizational change. Consulted with clients to define key objectives. Prepared detailed specifications for bidding by vendors. Oversaw production, press checks and fulfillment of deliverables. Created brochures, logos, posters, newsletters, presentation templates, stationery, employee training materials.

Creative Marketing and Fashion Photography Professional 1995-2012

Conceptualized , designed and brought to fruition, set and model shoots for modeling agencies as well as model portfolios. Over saw and consulted color schematics, visual communication and marketing elements for various brands and identities.

Sample of Clients : BET Fashion Entertainment, JNN Foundation, First Financial, Meronda Homes, Artisian Bodyworks, Tuesday Night Live Vibe, Creed, UNICEF.

Languages: English, Spanish, Italian, Semi-Fluent in German

Awards: MOCA , MOMA