

Cover Note

As a communications and design professional, my specialty is managing and offering visionary insight into strategy origination, conceptual development and execution of projects. It's critical that every piece meets its strategic objectives and quality expectations.

Specializations

Communications Design, Identity/Brand Development, Events, Interactive and multimedia disciplines. I'm equally adept at creating user experiences in both print and web media.

Industries

Automotive, Electronics, Financial Services, Non-Profits, Educational, Publishing and Entertainment

Awards

- 2003 NJ AdClub gold medalist
- 2004 NJ AdClub 6 Medals / ADCNJ Awards Exhibition 2 Medals
- 2005 NJ AdClub Annual Awards Show 6 Medals + Best of Interactive
- 2006 NJ AdClub Annual Awards Show 4 Medals

Notables

- 2001 – Present Kean University Adjunct Professor / Web Design
- 2003 – 2005 Monmouth University Adjunct Professor / Web Design
- 2003 – 2004 ADCNJ Vice President
- 2004 – 2005 ADCNJ President
- Member of AIGA NY Chapter
- ADCNJ Board Member
- 2008 – Present Hispanic Business Council of New Jersey Trustee

Experience

- 2008 – present Mccann Worldgroup – New York, NY *Associate Creative Director*
- Lead the Telecom retail creative team for all Verizon Retail Stores new product launches, services and promotions.
 - Develop creative concepts for proposals, new business and pitch work.
 - Oversee development and production of multiple projects through all stages from concept to delivery.
 - Concept development & implementation of designs for print and on-line projects.
 - Art Direction of various photoshoots.
- Client: Verizon Wireless
- 2007 – 2008 Inc Design – New York, NY *Senior Designer*
- Concept development & implementation of designs for print and on-line projects.
 - Develop creative concepts for proposals, new business and pitch work.
 - Oversee development and production of multiple projects through all stages from concept to delivery.
- Clients: HESS Corporation, Nova Chemicals, W. R. Berkley Corporation, ISE, Endurance Specialty Holdings Ltd.
- 2002 – 2007 Ritta & Associates – Englewood, NJ *Design Director*
- Responsible for branding and development of all Samsung Electronics America projects.
 - Concept development & implementation of designs for print and on-line projects.
 - Develop creative concepts for proposals, new business and pitch work.
 - Responsible for client presentations.
 - Direct and guide designers and freelancers.
 - Program and produce online projects using various programs.
 - Production of interface design and information architecture.
- Clients: BMW of North America, Samsung Electronics America, Hertz, Rider Insurance
- 2002 Coyne Communications – Morristown, NJ *Freelance Art Director*
- Responsible for design and layout of on-line marketing materials.
 - Program and produce online projects using Flash.
 - Production of interface design and information architecture.
- Client: AT&T
- 2001 – 2004 [work] – Elizabeth, NJ *Design Director / Owner*
- Concept development & implementation of designs for print and on-line projects.
 - Develop creative concepts for proposals, new business and pitch work.
 - Oversee development and production of multiple projects through all stages from concept to delivery.
- Clients: Art Directors Club of New Jersey, Kean University, Liberty Hall Museum, Penske Corp., Miller Brewing Co., North Light Books, Faraway Publishing
- Fall 2000 MTVNetworks – NYC, NY *Graphic Design Intern*
- Clients: All subsidiaries of MTV Networks
- 1999 – 2001 DMA Design – Jersey City, NJ *Graphic Designer*
- Clients: The New York Stock Exchange, Pershing, Trans World Marketing

Skills

Proficient in both Mac and PC platforms
Programming: HTML, CSS, JavaScript, XML
Software: Photoshop, Illustrator, QuarkXPress, InDesign, Macromedia Dreamweaver, Flash, Adobe Go-live

Education

Kean University – Union, NJ / BFA in Visual Communication with emphasis in Graphic Design, June 2000

Fluent in Spanish
Portfolio and references available upon request.