
WORK EXPERIENCE

FREELANCE DESIGN

Jul 2006 – Present

Design identity, print, and web material for a variety of clients in the U.S. and abroad, focusing primarily in the entertainment, creative, and non-profit sectors.

Client sample: Philadelphia Eagles, IFC Films.

freelance senior designer

VMLY&R

Dec 2019 – Present

Assist with website-enhancement projects by designing visual treatments, creating specs, and ensuring a proper implementation by the development team.

art director

VMLY&R

Jan 2017 – Apr 2019

Carried out website redesign projects from concept development to completion, including crafting comprehensive User Interface (UI) style guides and working with developers on a regular basis.

Designed landing pages, banner ads, and interactive experiences to complement large-scale advertising campaigns.

Planned and developed recurring Social Media campaigns, and created assets for all required channels.

Assisted with New Business efforts by brainstorming and developing design concepts for potential clients.

Client sample: Bayer Animal Health, Sherwin Williams, Mastercard, Northern Trust.

designer

ALLWEBCAFE

Sep 2014 – Aug 2015

Defined the User Experience (UX) and crafted User Interfaces (UI) for all interactive experiences through the creation of wireframes and prototypes.

EDUCATION

TRUMAN STATE UNIVERSITY

Jan 2002 – May 2006

BFA in Visual Communications +
BA in Business Administration with
specialization in Marketing

GPA: 3.79/4.00

ERASMUS UNIVERSITEIT

(ROTTERDAM, THE NETHERLANDS)

Aug 2001 – Dec 2001

SKILLS

SOFTWARE + PROGRAMMING

Microsoft Office, Keynote

Sketch, Illustrator, Photoshop, InDesign,
Dreamweaver, Flash, HTML, CSS

Axure, Hotgloo (*wireframing/prototyping*)

LANGUAGES

Bilingual in English & Spanish

CERTIFICATIONS

HubSpot Inbound
Marketing Certificate
HubSpot Inc., 2015

Led the conceptual development, design and graphic production of print, web, and interactive projects.

Involved in Social Media and Content Marketing efforts by regularly creating written and graphic content for both clients' and Allwebcafe's blog and social media entries.

Headed the design of identity and web material for the agency's rebranding.

interactive designer

NIGHT KITCHEN INTERACTIVE

Sep 2010 – Aug 2014

Designed websites, interactive experiences, and animations for major museums, science centers, and arts and cultural heritage organizations.

Supported development by creating annotated documentation and the appropriate CSS.

Populated and edited website content in a variety of Content Management Systems.

Contributed in Business Development efforts through proposal writing and art creation.

Client sample: Smithsonian Institution, SFMOMA, Philadelphia Museum of Art, Carnegie Museum of Art, Philadelphia History Museum.

senior graphic designer

PRSTORE DESIGNCENTRAL + HATS OFF CREATIVE

Nov 2006 – May 2009

Executed the conceptual development and production of marketing material for large enterprises nationwide, such as The Home Depot.

Designed identity, promotional, and corporate material for 45 advertising franchises located throughout the country, addressing marketing campaigns for small and medium-sized companies.

Carried out print production activities and worked with print houses countrywide.

graphic design intern

J. WALTER THOMPSON (LIMA, PERU)

May 2005 – Aug 2005

Headed the design of print material for the promotional campaign of a preeminent Peruvian brand in consumer food products.

AWARDS

Outstanding Undergraduate Student in Art: Visual Communications Award 2005 (Truman State University)

Awarded to one senior student who shows superior skills, potential for success, and commitment to an area of study in the Arts.

Hearst Fine Arts Award (Truman State University)

Awarded to a selection of Fine Arts students based on performance and achievement in their area of study.

SOCIAL WORK VOLUNTEERING

HOGAR DE LAS BIENAVENTURANZAS

Aug 2019 – Nov 2019

Provided daily help with a variety of chores and resident-centered work at this orphanage in Lima, Peru. Responsibilities included maintaining a good physical condition of the home, childcare, feeding residents, and providing them with one-on-one attention and company.

MISSION ADELANTE

Jan 2017 – Jan 2018

Provided English tutoring assistance to Hispanic immigrants in Kansas City, KS, supporting the organization's ESL teaching efforts.

SRI LANKA

Mar 2016 – Jun 2016

HOME FOR THE ELDERLY, FRIEND IN NEED SOCIETY (KANDY, SRI LANKA)

Elder Care - 3 weeks

Responsibilities at this nursing home included cleaning the premises, giving therapeutic massages to residents, and providing them with one-on-one attention and company.

BUDDHIST TEMPLE (HABARANA, SRI LANKA)

Community and Rural Development - 1 week

Responsibilities at this temple included performing renovation activities, such as painting and cleaning.

DAYA NIVASA, MISSIONARIES OF CHARITY - MOTHER TERESA CONGREGATION (KANDY, SRI LANKA)

Special Needs / Childcare - 8 weeks

Responsibilities at this orphanage included assisting teachers in a classroom setting, feeding residents, childcare, planning and conducting recreational activities, helping with basic house chores, and providing residents with one-on-one attention and company.

SAINT MONICA MANOR

Jul 2010 – Jul 2014

Visited nursing home residents and provided them with one-on-one attention and company.

SAINT JOSEPH OF THE PINES

May 2006 – Nov 2006

Visited nursing home residents and provided them with one-on-one attention and company.