

Ask questions, solve problems,
have fun.

EXPERIENCE

Freelance. Kleve/New York, NY

Integrated Designer & Creative consultant *July 2015 - Current.*

- Creative consultation on story flow, post production and campaign reach strategy for documentary on chronic fatigue syndrome
- Brand design lead for Pen & Promise and MadMangoes design studios
- Integrated design and art direction for a wide range of clients from OpenStreetMap to data science companies

Wunderman Thompson, WPP. New York, NY

Group Art Supervisor, *July 2018 - August 2019.*

- Worked with the team to create compelling content that moved target audiences and helped sales representatives achieve quarterly goals
- Ensured accurate execution of brands with creative ways of presenting information consistently across media
- Creative lead for Pfizer 3-brand portfolio
- Planned, executed and led team through two brand launches
- Oversaw efficient, accurate and timely delivery of creative projects by working closely with Account and Project Management on timelines and briefs
- Participated in career advancement lectures focused on improving leadership and teamwork

BGB GROUP. New York, NY

Group Art Supervisor, *November 2017 - July 2018.*

- Led team in the direction of videos, integrated branding, magazine cover concepts, convention booths and surround sound themes for pitches and major brands
- Worked with copywriters and UX designers to create concepts and interactive learning tools used for winning new business pitches
- Art lead for six drug indications with a combined \$15 million annual scope
- Heavily involved with the installation of Agency of Record (AOR) process throughout transition from strictly communications agency to AOR hybrid

Saatchi and Saatchi, Publicis Groupe. New York, NY

Art Supervisor, *March 2016 - November 2017.* Senior Art Director, *March 2015 - March 2016.*

Art Director, *March 2014 - March 2015.*

- Led design of efficient and engaging digital strategies for websites, emails and native apps while ensuring brand continuity and enhancing features
- Collaborated with copywriters and brand planners in creative concept and strategy development to build scalable marketing tools for digital portfolios of US and global products
- Worked with UX designers, web developers and production teams to ensure successful delivery of the final product
- Worked with vendors to conceive and create Mechanism of Action (MOA) videos that regularly pushed boundaries and often surpassed client expectations
- Directed photo shoots with the internal studio team
- Developed high-quality, effective creative presentations for clients that significantly accelerated adoption of design suggestions
- Served as a mentor in the Emerging Managers Intern Program to improve recruiting, onboarding, delegating, providing feedback and performance evaluation
- Led team of Art Directors in conceptualization and design of digital and print materials
- Mentored Art Directors and Interns in technology, workflow and design principles
- Oversaw efficient, accurate and timely delivery of creative projects by working closely with Account Executives and Project Managers on timelines and brief

Leibowitz Branding & Design. New York, NY

Art Director, *August 2011 - March 2014.* Graphic Designer, *August 2006 - 2011.*

- Designed logos and visual systems to create strategically successful brands
- Led design team in creation and production of hundreds of collateral materials for brands ranging from TIAA to Time Warner Cable
- Communicated with clients and account executives on design concepts and branding to facilitate understanding of work and strategy
- Reviewed design at critical milestones to ensure cohesiveness and accurate execution of brand strategy
- Trained team members in historical brand knowledge and correct implementation of brands

- Advised on industry trends, design and new technologies to keep work relevant and engaging
- Monitored completion of deliverables through creative reviews, status reports and task lists
- Designed and updated layouts of collateral and advertising material for telecommunication, healthcare and financial companies

Maryland Institute College of Art, Baltimore, MDTeaching Assistant GD 300 class, *Fall Semester 2005*.

- Assisted adjunct faculty in teaching a third year Graphic Design class on front end development (HTML/CSS) and animation (After Effects and Flash)
- Helped students to evaluate, identify and solve technical problems in their digital projects
- In tandem with professor, guided students in possibilities of translating ideas to interactivity and improving on them

Maryland Institute College of Art, Baltimore, MDTeaching Assistant EM 100 class, *Fall Semester 2004, Spring Semester 2005*.

- Assisted faculty adjunct professor in teaching a first year fundamentals course on the history of arts in multimedia and introduced students to Adobe software
- Guided students in best practices for use and workflow of Adobe software
- Helped students in figuring out the most efficient and precise way to execute their projects

EDUCATION**General Assembly, New York, NY**Front End Web Development Program *October 2014***Maryland Institute College of Art, Baltimore, MD**Master of Fine Arts. Graphic Design, *May 2006***Marshall University, Huntington, WV**Bachelor of Fine Arts, Visual Arts. Graphic Design, *May 2003***Instituto de Diseño de Valencia, Carabobo, Venezuela**Associate Degree in Graphic Design, *August 2000***ADDITIONAL TRAINING****CareerFoundry**UX Fundamentals *December 2019***Collegium Palatinum, Heidelberg**Deutsch als Fremdsprache *Summer 2019***OTHER ACTIVITIES & INTERESTS**

- Co-founder and music video blogger of **TheVeronoffReport** YouTube channel
- Owner and creator of **La Tuca Leather** shop
- Long distance runner