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Objective

Creative Director, Art Director, Sr. UI/UX Designer

Summary of Qualifications

- An experienced creative with marketing and management know-how.
- Over twenty-three years of working in print/web design, branding/marketing to craft compelling business communication solutions.
- Expert in applying “left/right brain” abilities to successfully work with developers/software engineers or to manage teams of creatives that achieve sales and marketing goals.

Professional Experience

2011 – pres. **Art Director, Sr. UI/UX Designer** *Innovative Idea Group*

- Senior Creative in User Interface/User Experience Design for the web application Getoomi.com.
- Work directly with Product Managers, Engineers and Customers to create an intuitive and cohesive look, feel and overall user experience for the Getoomi product.
- Manage entire creative process (brand strategy, art direction, and concept development) from initial concepts to final deliverables.
- Developed innovative workflow incorporating Apple keynote along with photoshop and illustrator for rapidly prototyping ui/ux comprehensives.
- Design and art direct all sales support materials and new business development tools.
- Serve as creative consultant in new business development.
- Developed Style guide for web application.

2005 – pres. **Principal/Creative Director** *ARD LLC*

- Conceived and successfully implemented re-branding of Eli Home, a shelter for abused children, which enabled them to better differentiate themselves from peer organizations and generated significant positive PR for the organization.
- Successfully re-branded all sales and marketing materials for EnGenius Technologies and effectively branded their consumer “FreeStyl 1” cordless phone helping to boost year over year revenue from \$1.6 million to \$2.4 million.
- Design and art direct all sales support materials and new business development tools including B2B micro-site and client presentation tools.
- Serve as creative consultant in new business development.
- As senior creative, I work directly with clients to provide them with art direction, branding strategies, and concept development for branded campaigns, sales and marketing materials, logos and stationery, and websites.
- Manage graphic designers, production artists, photographers, illustrators and pre-press personnel throughout the entire design process from initial concepts to final deliverables.

1999 – 2005 **Art director/Art Department Manager** *Peter Montoya Inc*

- Worked directly with corporate clients to successfully develop and implement design and branding strategies for the financial services industry.
- Lead creative for the development of: print collateral, recruitment campaigns, sales and marketing materials, magazines, direct mail, Corporate ID programs, websites, and multimedia presentations.
- Managed graphic designers, production artists, photographers, illustrators and pre-press personnel

throughout the entire design process from initial concepts to final deliverables.

- Served as creative consultant in new business development.
- Staffed and co-managed creative services department growing it from 1 to 12 people; from \$400K in 1999 to \$4 million in 2005 in client work
- Developed budgets, workflows and production protocols to execute over 400 client projects per year.

1997 – 1999 Art Director *Provue Development*

- Lead creative for: new business sales and marketing materials, software manuals, corporate identity, web sites, A/V presentations and tradeshow exhibits.
- Managed entire design process from initial concepts to final deliverables.

1990 – 1996 Art Director *Bowne Business Communications – New York City*

- Responsibilities: art direction, project management from the initial client meeting to press checks and bindery, scheduling, freelance staffing, photo shoots and budgeting.
- Worked with Creative Director as creative consulting in new business development.
- Art directed designers, photographers, illustrators, typesetters, and pre-press.

1987 – 1990 Graphic Designer/Illustrator (freelance) *Various clients – New York City*

- Designed everything from trade ads to editorial layouts to children's book covers.

Related Experience

2001 – 2002 Adjunct Professor. *Biola University*

- Taught: Illustration, Senior level Graphic Design, Typography, Art Appreciation

2008 – pres. Treasurer, *Sustainable Business Leadership Council*

SBLC is a Non-profit organization that's mission is to advance sustainable business practices through networking and education. www.sblc-oc.org

Skill Sets

- Creative: Creative/Art Direction, Graphic Design, Illustration
- Management: HR (hiring, staffing, policy), Budgets, Administration, Scheduling
- Software: Photoshop (Mac/PC), Illustrator (Mac/PC), InDesign (Mac/PC),
QuarkXpress (Mac/PC) – 20+ years experience
Word, Excel, PowerPoint, Pages, Numbers, Keynote – 10+ years
Various Web Development/Text Editors – 5 years
Dreamweaver – 1 year
- Coding: HTML, CSS 5+ years
JavaScript – 1 year

Awards

Finalist, Green Business Excellence, Filipino Business Chamber
Emerging Family Business of the Year, Orange County Business Journal
Award of Excellence: Art Directors Club of New Jersey (Merrill Lynch)
Award of Excellence: Art Directors Club of New Jersey (Eurobrokers)
Society of Illustrators Award: Society of Illustrators
Gold medal: Illustrators West Show 26
Gold Silver: Illustrators West Show 26

Education

Art Center College of Design: BFA with honors
California State University at Fullerton: Honors society
Raymond Elementary