

EDUCATION

Pratt Institute, New York City
Masters in Communication Design 1999
Honors: Cum Laude

Hunter College, New York City
B.A. Media and Studio Arts 1994
Honors: Dean's List 1994

Universidad Apec, Dominican Republic
B.A. Advertising and Graphic Design 1989
Honors: Cum Laude

CAREER PROFILE

Experienced art director/senior graphic designer with multiple career disciplines; editorial design, promotional, advertorial, internet, book and CD design. Expert knowledge of computer software design programs; Quark, QPS system, Illustrator, Photoshop, Dreamweaver, Image Ready and InDesign. Adept at conceptualization and development resulting in strong, effective designs.

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BUSINESS CHRONOLOGY

Freelance Art Director/Senior Designer 2005 to present. Current clients:
People, People en Español, Health, Women's Health and Rachel Ray magazine

- Guided the marketing department in the development of "People Live".
- Designed all collateral pieces from ads, signage, to mini-magazines and recaps for this multi-sponsored event.
- Managed production department.
- Preflight and prepared all files for outside vendors, approved proofs.
- Delegated and directed designers in the execution of various collateral material.
- In conjunction with project managers, created numerous marketing campaigns.
- Received, negotiated and implemented client feedback.
- Researched and selected vendors, negotiated budgets, and created schedules.
- Oversaw all aspects of design and implementation thereof.
- Produced creative solutions that maintained design integrity and met or surpassed quality standards. My design strategy achieved original, quality deliverables on schedule and within budget.

Real Simple Magazine
Art Director, 2004 to 2005

- Managed creative staff.
- Created brand extension book for marketing department.
- Directed designers in the creation of cookbooks, - brand extension.
- Designed media kit and sales sheets.
- Implemented designs for all media events.
- Designed public relations packages.
- Directed all photo shoots.
- Created a brand identity for (GONY) the largest fundraising event of its kind.
- Designed event posters, bus and outdoor signage, facade design, logo, attraction graphics, flyers, invitations, t-shirts, auction catalogue, website pop-ups, website architecture and developed the website pages, sell sheets and sales presentations to pitch to new and existing clients.
- Designed 100 page (GONY) re-cap book.

Medical World Communications
Medical Imaging Magazine
Art Director, 2003

Supported both the editorial and marketing departments.

Time Inc. Consumer Marketing Promotions Department
Web Designer, 2000 to 2002

Designed all websites and related materials for numerous Time Inc. magazines including: *Fortune, Sports Illustrated, Time, Real Simple, InStyle, People, Money, Entertainment Weekly, People, People en Español, Cooking Light, Essence and Health* magazine.

- Created websites, landing pages and front pages.
- Designed pop-ups, banners, buttons, emails, and order forms.
- Directed programmers regarding the functionality of the various websites.
- Led a team in the creation of direct mail marketing campaigns.

Sports Illustrated
Assistant Art Director, 1994-1999

Designed special projects and commemorative issues.
- The Swimsuit issue.
- The Michael Jordan commemorative issue.
- The Red Wings special issue.
Among dozens of other special projects.