

EXPERIENCE

CREATIVE DIRECTOR

Let's Mota | August 2008 to Present

Lead the development of creative by combining strategy, research, interactive design, creative content, and technology. Present concepts, facilitate brainstorm sessions with clients, and vendor teams. Work with rich media publishers, and advertising agencies to bring concepts to life.

Clients: Vogue, G2 USA, Rocket Dog, Dellis Cay, Amanyara Villas, Eyeblaster, KBPS, Click3x, Clickfiremedia, Visual Goodness, BrandPharm, LifeBrands, Spontaneous, Turn, Big Fuel, and Atmosphere BDDO.

VP, ASSOCIATE CREATIVE DIRECTOR

Draftfcb Healthcare | July 2011 to February 2012

Participated in pitches to win new business, and extend existing client relationships. In collaboration with design leadership, and strategy; refined processes with regards to user centered design, and usability. Lead brainstorm sessions, and client presentations. Art directed and managed a junior design team.

Clients: Pfizer, MedImmune, Novartis, Cigna.

CREATIVE DIRECTOR

G2 USA | July 2010 to June 2011

Drove internal conceptual and creative development process for clients digital campaigns. Researched and developed user experience flows and information architecture. Supervised a staff of art directors and writers.

Clients: Allergan, Lilly, Boehringer Ingelheim, Aetna.

EXECUTIVE PRODUCER

@radical.media | May 2007 to July 2008

Worked with design leadership and client services on project pricing, team utilization, realization, expenditures, and staffing issues.

Clients: 19.20.21, Tommy Hilfiger, Grey Goose, Microsoft, Tarsem, Joe Berlinger.

GROUP ART SUPERVISOR

Draftfcb Healthcare | July 2006 to April 2007

Improved and expanded RatedRx's service offerings. Partnered with the creative leadership to recruit talent. Inspired and supported staff on client and internal projects, and on their career path.

Clients: Abbott Laboratories, Biomarin, Boehringer Ingelheim Pfizer, Centocor, Cyberonics, Endo Pharmaceuticals, Gilead, GlaxoSmithKline, Johnson & Johnson, Reliant, Roche, Serono.

SENIOR ART DIRECTOR

Euro RSCG Life | April 2003 to June 2006

Responsible for professional and consumer advertising campaigns while maintaining an effective workflow process enabling separate departments to complete multiple projects. Managed a team of interactive designers, production artists, and editors.

Clients: Wyeth, Pfizer, Bayer, Ortho-McNeil, Roche, Schering-Plough, Boehringer Ingelheim, GlaxoSmithKline.

INTERACTIVE ART DIRECTOR

Robert A. Becker | January 1999 to March 2003

Created interactive animations for new business presentations and existing clients.

Clients: Sanofi-Aventis, Merck, Shire, Centocor, Novartis, and Bristol-Myers Squibb.

EDUCATION

Film. Central University of Venezuela. Caracas, Venezuela. October 1987 to July 1990.

SKILLS

Poses expert skills in Photoshop, Illustrator, inDesign, Flash (AS2/AS3), Flex (AS3). Solid understanding of HTML5/CSS3, and JQuery. Proficient in Cinema 4D, After Effects and Final Cut. Able to create interactive wireframes and user flows. Fluent in Spanish.