

Experience

May 2019 - PRESENT

TAG Worldwide (dentsu) — Senior Designer, Heineken USA

Led various international and local marketing campaigns across the Heineken portfolio, including Dos Equis, Tecate, and Red Stripe. I also lead and direct print and digital ads for all Heineken verticals. I work with international brand leads, vendors, art directors and engineers in every capacity from conception to execution. I designed the brand identity for GREENWRKS, the Heineken USA creative studio.

June 2017 - May 2019

ATNY — Packaging Designer

I drafted prototypes, designed packages, served as art director and photographer for photoshoots, and planned the initial stages of all product development. Served as creative consultant and designer on all Lightly Toasted and Audiology Connect products, including the GANJALAND board game, which were sold via Amazon, Urban Outfitters, Anthropologie, Dillard's, Target and Walmart

Oct 2016 - June 2017

Aric Signs, Inc. — Lead Graphic Designer

Led design team in creating light boxes, channel letters, awnings and brand logos. Rebranded Aric Signs and spearheaded the social media PR campaign to raise brand awareness and followership. Liaised with local and international clients, manufacturers and vendors.

Skills

Creative direction, creative consulting, cross-functional collaboration, print and digital design, product development, packaging design, motion graphics, video editing, marketing and strategy, UX design, digital and analog photography, photo retouching, 3-D modeling, illustration, painting, animation, sensitivity to cultural needs of global markets, bilingual (English/Spanish).

Education

NCC | New York
AA, Communications Art