

EMPLOYMENT

Ceros Consultant - Digital Publishing (Freelance)

New York, NY | February 2023 - Present

Highly skilled Ceros Creative Designer with extensive experience creating visually stunning and engaging digital content for multiple publishers across various verticals and devices. Adept in creative/art direction, project management, product design, wireframe, prototyping, web development, UX/UI, template creation, multimedia assets creation, quality assurance, and external publishing assistance.

Interactive Designer

Buzzfeed, Inc. - New York, NY | June 2021 - December 2022

As the Lead Creative at Ceros Studio, I worked collaboratively with various creative teams to develop and deliver engaging concepts for publishing brands. My responsibilities primarily revolved around designing and producing micro-sites and hub landing pages for multiple publishers across various verticals.

On a daily basis, I oversaw the product design and development of all Ceros experiences and provided design, development, and publishing assistance to BuzzFeed UK and HuffPost branches.

Creative Director, Designer

NoDá Design Studio, LLC - Brooklyn, NY | December 2013 - December 2022

I specialized in product conceptualization, design, and development, and had a talent for creating custom illustrations and patterns. My expertise also extended to prototyping, brand and product line development, and other related tasks. I was responsible for the complete creation and management of the e-commerce website LASEREYESHOP.COM, which involved web design, front and back-end development, routine updates, and overall maintenance. The site was built from the ground up using WordPress as well as hand-coded HTML, CSS, and some Java. Additionally, I handled tasks such as e-mail form creation, product photography and editing, and content creation and management for social media platforms.

Production Artist, Designer

ViacomCBS - New York, NY | March 2019 - January 2021

As a production specialist, my primary focus was on creating visually appealing company e-mail templates, newsletters, and event advertising materials, both in print and digital formats. I was responsible for executing tasks such as image retouching and composition, print file management, HTML/CSS development, and content management solutions to ensure that all materials were of the highest quality. I worked to manage and organize files for print and digital materials, and develop HTML/CSS solutions to support the company's advertising efforts. I also oversee content management solutions, ensuring that all materials meet brand standards and provide a consistent user experience.

Rich Media Designer

Amazon.com, Inc - New York, NY | July 2013 - December 2013

I specialized in developing brand strategies and user interface and experience solutions for a wide range of global brands, across various industries such as CPG, Auto, and Finance. My expertise included creating engaging Kindle ads, web banners, and mobile solutions that resonated with consumers and drove results for the brand.

Web Designer, Developer

Vibrant Media - New York, NY | November 2010 - March 2013

I worked developing brand strategies and user interface and experience solutions for various global brands. My work involved creating rising star IAB units, web banners, in-text ads, and mobile solutions that helped clients connect with their target audiences and drove sales. Additionally, I provided support to the Sales, Marketing, and Public Relations departments through my expertise in video editing and compositing. I also managed and maintained the company's website and blog, ensuring that they were up-to-date and engaging for visitors.

EDUCATION

2008 - Al Miami International University of Art & Design - Miami, FL

Bachelor of Fine Arts, Major in Graphic Design

SKILLS

- Creative Direction - Art Direction - UX/UI Experiences - Graphic Design - Interactive Design
- Illustrations - Animations - Branding - Content Production - Photography + Video
- Photo Editing + Retouching - Prototyping - Copy Writing - E-commerce Consultations
- SEO Solutions - Visual Merchandising - Laser Cutting + Etching

TOOLS

Adobe Creative Suite:

- Photoshop - Illustrator - XD - Indesign - Dreamweaver - After Effects - Lightroom
- Adobe Premiere Pro - Acrobat Reader

Ceros Studio

Figma - Final Cut Pro - HTML/CSS - CMS Development - Laser Cutter

Vinyl Cutter - Letterpress Printing - Carpentry

LANGUAGES

- Spanish & English