



work experience

Currently:

Freelance Work

Senior Art Director, Graphic Designer, Copywriter and Conceptualizer.

Worked on accounts such as Benítez Auto, Farmacias Aliadas, McDonald's, Dueñas Trailers, Nestlé, Bombardier Recreational Products, Unilever, Absolut Vodka, Coors Light, Malibú Rum, Chivas Regal and Kellogg's.

Moonlighted for Advertising Agencies, such as: McCANN, Arco Publicidad, Arteaga & Arteaga Advertising, GREY, and Badillo Saatchi & Saatchi.

2003 to 2008:

Lopito, Ileana & Howie, Inc. / M³ Brand Power

Guaynabo, PR

Senior Art Director

Worked on accounts, mainly for the Puerto Rico Tourism Company, AT&T, Bud Light and Electronic Lottery (Lotería Electrónica).

2002 to 2003:

De la Cruz & Associates / an Ogilvy Affiliate

Guaynabo, PR

Art Director

Worked on accounts like R-G Premier Bank, Unilever, Televisión, Motorola, Smirnoff Ice, Diageo, Coca-Cola and Movistar.

1999 to 2002:

Premier Euro RSCG (Euro RSCG Puerto Rico)

San Juan, PR

Associate Art Director

Worked on accounts like American Airlines, Burger King, BBVA, Citi Finance, Whirlpool, Puerto Rico Telephone and Beck's Bier.

education

2002 to Present

Universidad del Sagrado Corazón

San Juan, PR

Master's Degree in Communication

1994 to 1998

Boston University

Boston, MA

Bachelor's Degree in Fine Arts

Major Degree Graphic Design (BFA)

Minor Degree in Art History (BA)

1988 to 1994

Colegio San Ignacio de Loyola

San Juan, PR

High School Education

awards

1996, 1997, 1998

Dean's list for academic excellence, Boston University

2002

Finalist - Cannes Young Lions Competition

2004

Winner - Cúspide de Plata: Dove Face Care "Naturaleza"

Asociación de Agencias Publicitarias de Puerto Rico

computer skills

Advanced skills in:

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Microsoft PowerPoint

Microsoft Word

Basic skills in:

Adobe Muse

Adobe Flash

References available upon request.