

## EXPERIENCE

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**VP, Digital Associate Creative Director.** Draftfcb Healthcare. NYC. July 2011 to present.

- Manage the conception, design and development of immersing interactive environments online and mobile
- Lead brainstorm sessions and client presentations
- Manage project time and costs for creative staff and vendors

Clients: FluMist, Spiriva, Aliskiren, Cigna.

**Digital Creative Director.** G2 USA. NYC. July 2010 to June 2011.

- Designed and art directed interactive projects
- Researched and developed user experience flows and information architecture

Clients: Cialis, Latisse, Pradaxa, Aggrenox, Orencia, Hertz.

**Digital Creative Director.** Let's Mota. NYC. July 2008 to present.

- Art direct and design interactive experiences
- Animate in 2D/3D
- Edit video
- Program in HTML/CSS/jQuery/AS3

Clients: Vogue, G2 USA, Rocket Dog, Dellis Cay, Amanyara Villas, Eyeblaster, KBPS, Click3x, Clickfiremedia, Visual Goodness, BrandPharm, LifeBrands, Spontaneous, Turn, Fairfield, Atmosphere BDDO, Evolution Marketing Research, and Flaum Partners.

**Executive Producer.** @radical.media. NYC . May 2007 to July 2008

- Arranged project and managed scheduling for interactive projects
- Tracked budgets for development

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

**Group Art Supervisor.** Draftfcb Healthcare. NYC. July 2006 to April 2007

- Produced and directed promotional and educational videos
- Created 2D and 3D animations
- Edited and composited Digital Video and Audio
- Designed, researched, and developed user interfaces

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

**Senior Art Director.** Euro RSCG Life. NYC. April 2003 to June 2006

- Supervised and directed a team of Art Directors, Interactive Designers, Production Artists, and Editors
- Concepted and developed print and interactive ads

Clients: Wyeth, Pfizer, Bayer, Ortho-McNeil, Roche, Schering-Plough, Boehringer Ingelheim, GlaxoSmithKline, Sanofi-Aventis, Merck, Shire, Centocor, Novartis, and Bristol-Myers Squibb.

**Interactive Art Director.** Robert A. Becker. January 1999 to March 2003

- Created interactive animations
- Art Directed print ads, direct mail
- Retouched Art for Production

Clients: Sanofi-Aventis, Bristol-Myers Squibb.

## EDUCATION

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

## INFO

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Proficient in Photoshop, Illustrator, InDesign, Flash (AS2/AS3), Flex, HTML, and JS. Motion expert in After Effects, Final Cut Pro, and Cinema 4D. Fluent in English and Spanish