

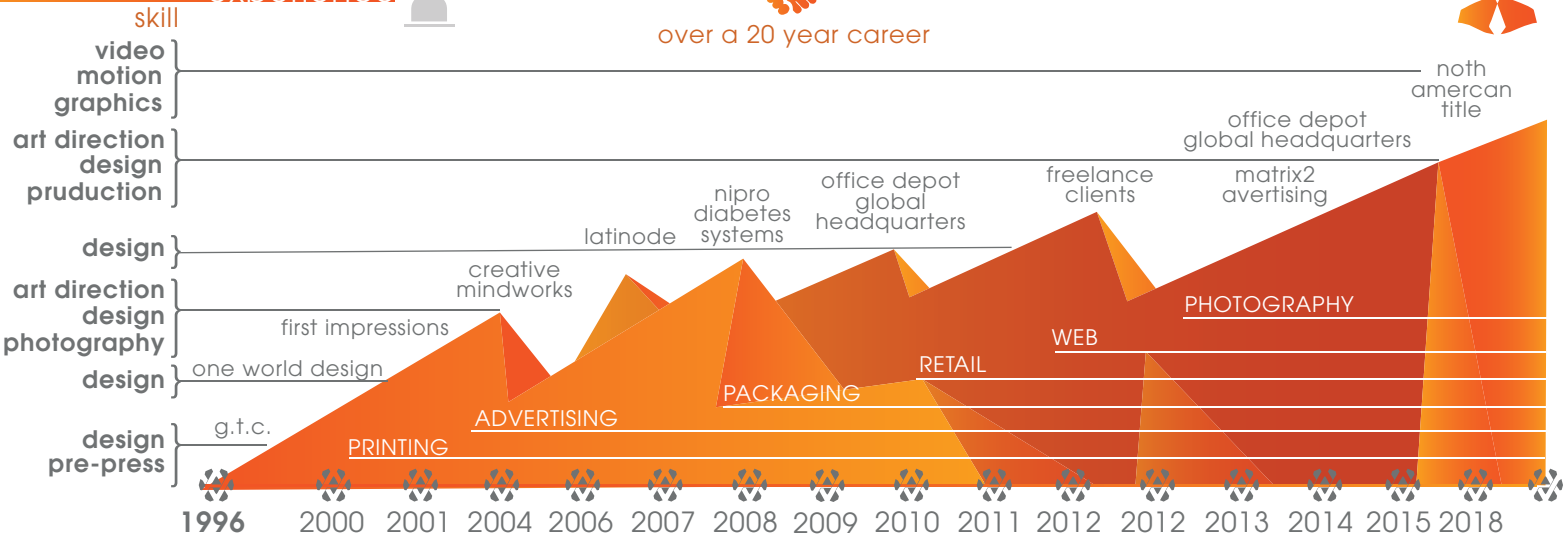


INFO GRAPHIC DESIGN RESUME

experience



over a 20 year career



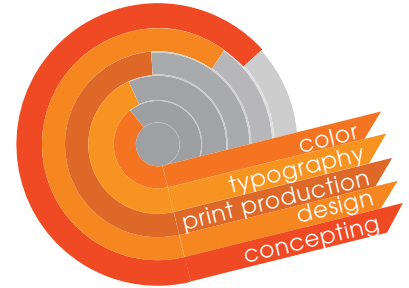
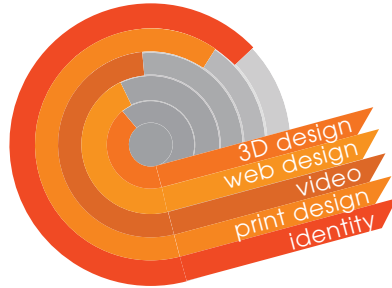
software



skills



theory



education



awards



languages



- high school 1992
- associates in arts
- 20 year career
- self education & freelance

- office depot bravos
- creative mindworks LBAs

- english 1st
- spanish 2nd
- music 3rd

interests



web



- family
- girlfriend&friends
- singing live
- drums
- dining
- travel
- biking

Bē f in





GRAPHIC DESIGN RESUME

qualifications



I am a print/web/video graphic designer, art director and musician. I have outstanding experience in pre-press, marketing, retail, and advertising. Also, I am a bilingual and skillful artist who is currently pursuing employment with a company that is willing to offer creative projects within a forward thinking environment. In such an environment, I can demonstrate my efficacious conceptual design, problem solving skills, and teamwork abilities. I'm qualified in design and art direction of: video/motion graphics, logo and identity, mood boards and branding, packaging and product graphics, print collateral and advertising, web design, html e-blasts, large format graphics, websites, powerpoint and keynote presentations, etc. I am highly conceptual and very experienced in color, layout, and typography. video and audio, I'm knowledgeable in storyboarding, photography and directing photoshoots.

software

**Adobe Creative Cloud**

After Effects, Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat

Project Management

Robohead (Sampad)

Audio

Digital Performer, Logic Pro, Adobe Audition

Apple & Microsoft

iWork and iLife, Microsoft Office

experience

**North American Title (Lennar Homes Co.), Miami, FL | June 2017 - June 2018****Marketing Department, Multimedia Graphic Designer - video / digital / print**

Conceptualized and executed quality creative, delivering world-class designs across all platforms for internal and B2B communications in a variety of media and formats including video storyboarding/production and editing, marketing collateral, sales tools, series campaigns, corporate websites/eblasts, and executive presentations. I was responsible for executing designs that follow brand style guidelines while providing a clearly branded storytelling approach promoting products and services. I held a strong focus on video, After Effects animation/motion graphics, eblast HTML editing, and website graphic design communications supported with print collateral in national cross branded campaigns for NAT and all Lennar Homes companies.

Responsibilities Included:

- **Designed multimedia layouts/graphics, and worked with video, audio, and scripts to create video for online service promotions**
- **Collaborated with executive and regional teams**
- **Met tight deadlines and rush projects while keeping others ontime**
- **Designed to brand standards as well as created standards for new brands**
- **Maintained and organized files and archives**
- **Managed projects with Robohead software**
- **Knowledge of HTML editing for eblasts**
- **Print design and production**

Matrix 2 Advertising, Doral, FL | July 2015 - July 2017**Art Director / Graphic Designer**

Creative advertising art direction for national hotels, real estate developers, universities and more. responsibilities included: branding, logo and ad campaign design, client presentations and pitch, custom websites, e-mail blasts, digital and print art direction, design, and production.

Office Depot Global Headquarters, Boca Raton, FL | Jan 2010 - May 2015**Private Brand Creative Marketing Department, Graphic Designer / Production Artist**

Creative services for global retail responsibilities included: creating and collaborating in the creation of concepts and designs for multiple brands within private brand marketing teams. Designed packaging, branding, ads, catalogs, collateral, signage, displays, and on product graphics as well as multiple layout production and photography.

Featured Projects:

- **Brand concept design & development - Brenton Studios**
- **Marketing piece concept design and art direction - Back to school, Tul**
- **On product graphics design - Back to school folders and notebooks**
- **Product display design - Foray, Office Depot brand**
- **Brand style guides - multiple brand tool kits**
- **Ad and sell sheet design - Ativa, Tul**
- **Packaging design - Brenton, Highmark, The UPS Store, No Fear, Foray**





GRAPHIC DESIGN RESUME

experience



Office Depot Global Headquarters, Boca Raton, FL | Oct 2009 - Dec 2009
Marketing Catalog Department, Subcontract Production Artist / Graphic Designer

Built layouts for catalogs, newspaper ads / inserts, and print collateral during the holiday season. designed brochure concepts for the new Copy and Print Depot brand; Designed concepts for Start Smart Direct Mail Campaign, worked with managing teams to build and/or correct layouts until they are approved and released for print production.

Freelance Graphic Designer, Miami, FL | Jan 2009 - Present
Graphic Designer / Production Artist

Freelance print/web designer and print broker for private and public companies both local and international. Some of these major clients includ (but are not limited to): Stryker Latin America Corp.; Nipro Diabetes Systems U.S.; Daydream Audio Video & Lighting; Pin-Up Girl Rum Co.; Hampro Energy Solutions; Dade Medical College; White Room Miami; University of Miami; Sam's Club Hometown Foods; and Office Depot.

Nipro Diabetes Systems, Miramar, FL | March 2008 - Jan 2009
Art Director / Graphic Design Specialist / Marketing Support

Tasks included designing for corporate branding initiatives for Nipro Diabetes Systems' full line of products, PowerPoint presentations, collateral materials, advertising endeavors and all legal documents. Also creating, developing and directing creative design and marketing plans for the Amigo Insulin Pump from start to finish working directly with Marketing Director, Clinical Director, Document Manager and CEO.

Latinode Corporate Headquarters, Miami, FL | June 2007 - March 2008
Art Director / Graphic Design and Digital Content Production

In charge of delivering creative concepts, art direction, design and production of branding initiatives, providing art direction and design expertise for all international corporate branding presentations, billboards, signs, collateral materials and other advertising for retail locations throughout the United States, Mexico, South America, Central America and Europe.

Vega and Vega Associates, Miami, FL | April 2006 - May 2007
Graphic Designer and Printing Solutions Consultant

Freelance print/web designer and print broker for private and public companies in the South Florida area.

Creative Mindworks, Inc., Miami Lakes, FL | February 2004 - March 2006
Art Director | July 2004 - March 2006
Senior Graphic Designer | February 2004 - July 2004
Creative Department, Regional Accounts

Successfully demonstrated leadership skills as Art Director. Managed and developed a department of 8 graphic designers with over 40 real estate advertising campaigns.

First Impressions Theme Theatres, North Miami, FL | October 2001 - February 2004
One World Design Firm, Miami, FL | June 2000 - October 2001
G.T.C. (Graphic Type and Color), Miami, FL | May 1996 - June 2000





GRAPHIC DESIGN RESUME

software **Adobe Creative Cloud**

After Effects, Photoshop, Illustrator,
InDesign, Muse, Dreamweaver,
Acrobat Pro, Audition

Project Management

Robohead (Sampad)

Audio Software

Digital Performer, Logic Pro,

Apple & Microsoft

iWork and iLife, Microsoft Office

education **Miami Dade Community College, Miami, FL**

Associates in Arts Degree, 1993-1995

Miami Coral Park Senior High School, Miami, FL

High School Diploma, 1990-1992

languages 

English, Spanish, and Music

letters of recommendation 

To whom it may concern,

This letter is my personal recommendation for Ariel Vega. As our Multimedia Graphic Designer, Ariel produced outstanding results in national campaigns, working directly with the executive team and managers. He consistently demonstrated a strong knowledge of all core responsibilities, and was very proficient in the management of his projects and software. Ariel delivered excellent creative solutions for various multimedia design projects including After Effects videos, website assets, HTML e-blasts, and print materials. He was flexible and willing to work on various projects assigned to him while meeting critical deadlines. Ariel would be a tremendous asset for your company and has my highest recommendation. If you have any further questions in regard to his background or qualifications, please do not hesitate to contact me.

Olga Lyon - Corporate Art Director | North American Title

t: 305.485.2505 o: 305.505.9475



awards

As a Graphic Designer, I was awarded :

Office Depot**2015 Graphic Design USA Award :**

Ink & Toner Packaging

2013 Graphic Design USA Award :

Premium Envelopes

2012 Graphic Design USA Award :

Boxed Holiday Cards

Bravo Award For:

Successful design Work on Q2 corrugates.

Bravo Award For:

Delivering a Winning Solutions in
Badge & ID Holder Corrugate Design

Bravo Award For:

Delivering a winning solution in
Design for advanced Ink In-Store Display

Creative Mind Works Advertising

Latin Builder Association Award for Best Logo
Design for Preconstruction in 2006 (Brickellview West)

Latin Builder Association Award for Best Advertising
Campaign Design in 2005 (Venetian Palms)

Latin Builder Association Award for Best Logo
Design in (Miravillas).

As an Art Director, I was awarded :

15 Latin Builder Association Awards in 2006

13 Latin Builder Association Awards in 2005.



GRAPHIC DESIGN RESUME

letters of recommendation 

Ariel has continued to show growth through 2015. He performed well in his assignments for brand development work for Brenton Studios. He has developed a deep recognition of his role in the department and on the team. Complemented by his self-educating nature, Ariel also shows ambition. He communicates a desire to elevate his responsibilities within his role as a designer to achieve new success in title and compensation. Taking this initiative is an encouraging step in his personal and professional growth as a creative. His performance is consistent, and he is alert to the details. As he continues on this path, I have faith that he will find the success he seeks in the creative industry.

Director, Private Brand Creative | Office Depot, Inc.

It is with great pleasure that I recommend Ariel Vega for employment with your organization. As our Graphic Designer, Ariel produced outstanding results. He consistently demonstrated a strong knowledge of all core responsibilities and was very proactive in the management of all his projects. In addition to Ariel's creative abilities, he has a strong understanding of pre-press and digital file preparation that many designers lack. Ariel enjoyed a tremendous amount of respect from peers and senior staff. From a style perspective, he has a "can do" work ethic and is highly adaptable. You will find that Ariel has the ability to work with all personality types and in demanding environments with equal success.

General Manager | Nipro Diabetes Systems

I am proud to recommend Ariel Vega to any organization he applies for. Ariel not only has creative talent but he has the managerial skills to move a project from start to finish. Ariel never misses a deadline and is always eager to take on other work. He is a team player and was well respected within our organization.

Director of Marketing | Nipro Diabetes Systems

performance notes **Brand Tool Kits (Brand Style Guides)**

Hi Ariel,

I just wanted to thank you for all of the quick-turn work you did on the brand tool kits over the past few weeks. Debby and I reviewed through them with Mary, and she is very pleased that we have made so much progress on them. There are some things that need to be updated based on newer examples that Mary wants to use, but overall, it is a really good starting point. Thank you for pulling it all together so quickly. We really appreciate it.

Sr. Manager, Creative Operations | Office Depot, Inc.

Highmark Retail Packaging Concepts

Ariel,

Just wanted to say "Thank you", again, for incredible work on the Highmark brand concepts. I know you put in many, many hours, and it is evident in the resulting product. It looks great, and I think the OD North team is very pleased as well! Your time and attention on this project is much appreciated!

Sr,Director, Catagory Initiatives & Own Brand | Office Depot, Inc.





GRAPHIC DESIGN RESUME

performance notes



Q4 Totes

Hi Ariel,

Thank you for the really nice job you did on the revisions and new layouts for the totes job. It was a complicated set of changes as well as a difficult illustration request...and you created all of the files accurately and in a very timely way.

Senior Design Manager | Office Depot, Inc.

Provided Inovative Back to School Designs of sports and music folders notebooks and binders

Well done Ariel. And thank you for all of the great work on the BTS ports. Excellent job!

Creative Director | Office Depot, Inc.

Appreciate your help on BTS patterns, it's a great help. I've been hear good feedback from the merchants, I believe we will have good numbers on these 2 families in 2013. Please let me know if there's a question. Thank you very much.

Design Manager | Trend/Design | Office Depot, Inc.

employers, brands & clients



LENNAR

NORTH AMERICAN TITLE COMPANY
Like Clockwork

REVERIE DIGITAL

Office DEPOT.
OfficeMax

U

DADE MEDICAL COLLEGE

NIPRO
DIABETES SYSTEMS

ATIVA

ARDO
aeroprocurment

stryker

ups
The UPS Store

SCHOLASTIC

foray

realspace

HIGHMARK

see Jane work

brenton
STUDIO

TÜL

WORK PRO

ie

ESHELMAN LAW PA

Branches of Learning
TUTORING

AVESTA
LUXURY AVIATION FITTINGS

SARDINAS
Design Studio
Wedding • Planning • Events

MERLILI
bridal boutique

WHITE ROOM

Express
Corporate Filing Services

BEAUTIFY EARTH
LOVE LIGHTS UP THE WORLD

Lauren's
FACE THE DAY
SKIN CARE

DMC
ONLINE
DADEMEDICAL.EDU
OLD SCHOOL TO NEW SCHOOL

DAYDREAM
AUDIO VISUAL & CREATIVE GROUP

ACR
SYSTEMS

Amigo
INSULIN PUMP

