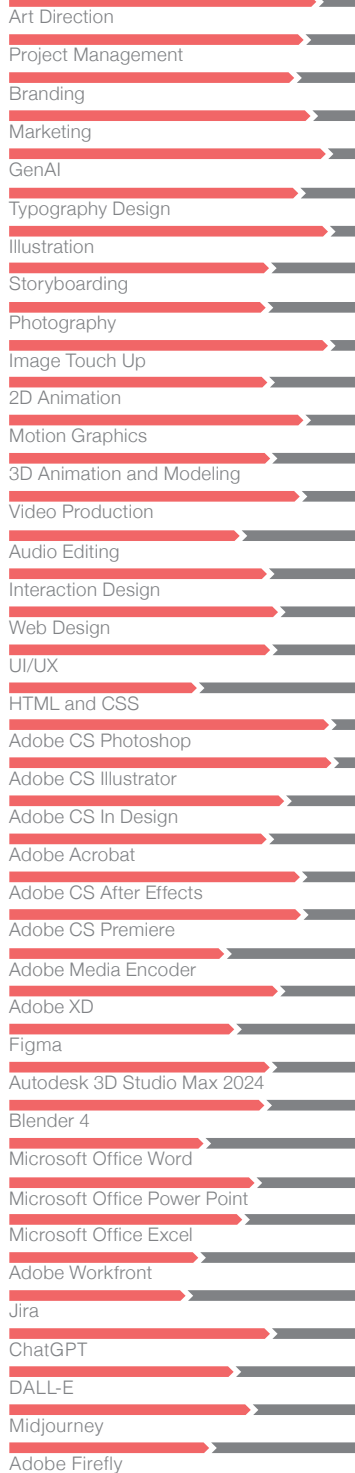


Skills and Expertise



Languages



Interests



Experience

The Boston Consulting Group (BCG) Design Studios. Field: Consulting, Graphic Design and Advertising.
Design Manager (Art Director) May 2022 - Present. Greater Atlanta, Georgia, USA.
Providing art direction for consultant-requested projects and ensuring high-quality deliverables. Managing a team of 6 designers based in the US and supporting their career growth. Mentoring other designers within our team. Collaborating on internal and cross-geography initiatives.

Achievements:

- Successful art direction over 120 projects.
- Providing seamless support in various areas such as digital design, UX/UI, deck presentations, printing, publishing and motion graphics.
- Former member of the Design Studios GenAI taskforce.
- Subject Matter Expert on 3D and Illustration projects.
- 2023 Global Design Studios award winner as the Pioneer Innovator for the NAMR region.

Strengths:

- Providing mentorship to fellow designers.
- Focused on problem solving.
- Creating processes to enhance efficiency.
- Attention to detail and a commitment to high quality.
- Capable of handling numerous projects within strict time constraints.
- Embracing innovation and creativity within the realm of hybrid design.

The Home Depot. Field: Retail.

Digital Designer/Visual Designer. Nov 2017 - April 2022. Greater Atlanta, Georgia, USA.
Primarily work on art direction, vector-based illustrations to highlight product specifications on the pip. UX / UI design and prototyping research, and collaboration with different teams. Assisting in developing and illustrating category landing pages for various departments across www.homedepot.com Working closely with other designers, eContent analysts, writers and business partners to implement design and illustration solutions.

Achievements:

- Art direction for all the Rich Content projects since 2019.
- Training on utilizing new technologies like REVJET, or 3D softwares.
- Side Projects: Home Depot Holiday 2020 illustrations, and collateral Advertisement for internal projects. Creation of all the graphics for the most successful Holiday for the entire company.

Strengths:

- Team trainer on new platforms.
- Approver of all creative for Rich Content (previously was a SR Manager role)
- Lead weekly creative reviews for the team of 9 designers.
- Designed Brand Standards for all Rich Content to be implemented on 100's of thousands of OMSIDs site wide.

Everwell Parts. Field: Retail.

Art Director. May 2015 - Nov 2017. Doral, Florida, USA.

Great HealthWorks. Field: Health and Wellness.

Motion Graphic Designer. October 2014 - May 2015. Fort Lauderdale, Florida, USA.

Figment Design. Field: Graphic Design, Advertising and Marketing.

Senior Graphic Designer and Illustrator. April 2014 - October 2014. Miami, Florida, USA.

Spinto LLC. Field: Industrial Design.

Art Director and Designer. April 2012 - April 2014. Miami, Florida, USA

Universidad Rafael Belloso Chacin. Field: Education.

Media Designer. January 2006 - August 2011. Maracaibo, Zulia, Venezuela.

Education

University Rafael Belloso Chacin (Universidad Rafael Belloso Chacin)

Educational Advancement. Completion date: January 2009 Duration: 1 year. Maracaibo, Zulia, Venezuela.

AP Animation

3D Character Animation and Special Effects. Completion date: January 2005 Duration: 1 year. Caracas, Distrito Capital, Venezuela.

The University of Zulia (La Universidad del Zulia)

Bachelor in Graphic Design. Completion date: April 2002 Duration: 5 years. Maracaibo, Zulia, Venezuela.

Conferences, Publications and Awards

DMI Design Leadership Conference

Attendee. October 2022. Boston, Massachusetts.

Driver vs Driver 2 (Golf Channel and Wilson)

TV Reality Show Contest about Golf Club Design (Graphic and Industrial Design) Made it into the finals. November 2017 to February 2018. Will be on-air on Fall 2018. Chicago, Illinois, USA.

A Venezuelan Branding Book

Venezuela CMYK - Brands. Pages: 121,151, 158. November 2012. Publisher: Grupo Intenso C.A. Caracas, Distrito Capital, Venezuela.

Universidad de Palermo

Exhibitor. Speech on Infographics for web based courses. July 2008. Buenos Aires, Provincia de Buenos Aires, Argentina.