

Skills

COMPUTER FLUENCIES

Creative Suite CC, Adobe Acrobat, Adobe Flash (basic), Macromedia Dreamweaver, QuarkXpress, Microsoft PowerPoint, Microsoft Word, HTML (basic) After Effects (basic)

LANGUAGE

Native: Spanish, fluent
Secondary: English, fluent
Tertiary: French, functional

ARTS+HOBBIES

Photography, illustration, typography, cycling, art, travel, foodie

Education

UNIVERSITY OF EAST ANGLIA | Norwich, UK
MAR 2015 | The Secret Power of Brands

D&AD | London, UK | 2010
The Creative Detox

D&AD | London, UK | 2010
Talking Digital: Exploring the new digital environments

Universidad Veritas | Costa Rica
BA Graphic Arts, 1999

Awards

LONDON

PM Society Gold Primary Care Advertisement, 2016
PM Society Bronze Primary Care Advertisement, 2016
PM Society, finalist, Patient Awareness, 2015
IPA Bronze, Consumer Patient Film, 2011

NEW YORK

Best Front Page, NYPA, New York, 2004
Best Special Section, NYPA, New York, 2004

Experience

WUNDERMAN THOMPSON, LONDON, UK | HEAD OF ART | OCT2018 - JUL 2020
(Formerly Grey Healthcare Group)

Conceptualising, art directing and presenting integrated campaigns and creative projects, as well as, developing visual language for different pharmaceutical brands at global and regional level including Bayer, Pfizer, GSK, AstraZeneca, Sepsis Trust UK

GREY HEALTH GROUP, LONDON, UK | SR ART DIRECTOR | OCT2017 - OCT2018

FREELANCE, LONDON UK | SPORADIC

Freelance Senior Designer for MCCANN LONDON, BRAND UNION, G2 (NOW GEOMETRY)

FREELANCE, (REMOTE) | SINCE 2000

Freelance designer for my own studio: Some projects include re-branding of Canal 7, a national broadcaster (Costa Rica), re-branding for CND, (National Dance Company of Costa Rica), branding of Suwuh, NGO focused on palliative care (Costa Rica), packaging and branding for Mt. Rose Mixers (Nevada, U.S.)

BEDGEBURY COMMS., KENT, UK | ASSOCIATE CD | OCT 2015 - SEP 2016

Conceptualising and presenting integrated campaigns, art directing photoshoots, mentoring and management of creative staff, overseeing production of digital and print projects for clients including: Sanofi Pasteur, ALK Abelló, Novo Nordisk, Bristol-Meyers Squibb, Chiesi

BEDGEBURY COMMS., KENT, UK | SR ART DIRECTOR | DEC 2013-2015

BRANDIA IMAGE, COSTA RICA | CREATIVE DIRECTOR | APR - NOV 2013

Responsible for a small team of creatives, conceptualize and develop brand identities and packaging for a diverse portfolio of FMCG brands as well as some B2B, from re-launching beer brands, to brand the first Yunus Social Business in the region. Clients included: Florida Ice and Farm (FIFCO), Mondelez, YPO (Young Presidents' Organization). Other responsibilities included build and maintain strong relations with potential clients as well as existing clients.

DESIGN MOTIVE, LONDON, UK | SENIOR DESIGNER | JAN - SEPT 2012

Brand identity and conceptual design for diverse portfolio of global clients including Amadeus, UK Power Networks, Burgess Superyachts and Vitec Group.
Editorial design, print and interactive promotional pieces.

CDM LONDON, LONDON, UK | ART DIRECTOR - SR DESIGNER | NOV 2009 - DEC 2012

Develop advertising concepts, including campaigns and brand books for global and UK markets for Novartis brands and Merck Serono. Collateral, packaging and exhibition design as well as art direction for websites, video promos and photoshoots.

SIEGEL+GALE, LONDON, UK | SENIOR DESIGNER | AUG 2008 - SEPT 2009

Conceptual design, brand identity and brand communications for a variety of clients including JGL Laboratories (Moscow and Croatia), Qtel (Middle East), Access Technology Group (Europe), ITFC (Middle East) and American Express (Global).

SIEGEL+GALE, NEW YORK, NY | SENIOR DESIGNER | MAY 2007 - AUG 2008

Conceptual design, brand identity and implementation for American Express Global Network and American Express Co-branded products. Packaging and collateral for - Four Seasons Hotel, Berklee School of Music, AARP and Motorola.

DOREMUS, NEW YORK, NY | SENIOR DESIGNER | SEPT 2005 - AUG 2007

Art direction and project management for a team of designers in a fast-paced, high-volume environment dedicated to various Bank of America lines of business. Produced print and multimedia materials for events, advertisement and high-end collateral pieces.

GOTHAM INC., NEW YORK, NY | DESIGNER | 2005

BRONX TIMES, NEW YORK, NY | ART DIRECTOR | 2003-2005

MAC DIRECTORY MAGAZINE Miami, FL | Designer | 2002

AMBASSADOR TOURS San Francisco, CA | Designer | 2001