

JEAN CARLOS

ART DIRECTOR + DESIGNER + CREATIVE MIND

RÉSUMÉ . 2021

A creative professional with over 10 years of experience solving complex design and marketing problems for startups, agencies, and high-profile companies in various industries. A designer with an extensive skill set to manage any challenge successfully and a passion for creating compelling, pixel-perfect images and strategizing outstanding marketing campaigns. A highly-motivated learner who enjoys demanding tasks and thrives under pressure.

PROFESSIONAL EXPERIENCE

PIXEL HERO + CREATIVE MIND JEAMIR DESIGN STUDIO 01.2010 – PRESENT

- Lead the design, development, and execution of brands, communication assets, websites, and 360 marketing campaigns while guaranteeing every project adheres to budget, maintains timeline constraints and exceeds the expectations of the clients to grow the studio's referral base.
- Manage the studio's pipeline and scheduling to ensure successful completion of every project while maximizing profitability.
- Act as liaison between clients and vendors to ensure the final execution and production of assets meet the clients' standards and maintains the integrity of the brand and marketing campaign as originally designed.

SENIOR ART DIRECTOR + PRODUCTION MANAGER SHANNON MEDIA INC 06.2017 – 04.2019

- Managed the art department in the production of 32 premier publications, digital assets and events across Chapel Hill, Durham and Chatham County.
- Directed the communication, design and execution of advertisements for over 300 active clients to ensure art department provided excellent customer service for both internal and external clients at every step of the process.
- Analyzed department processes to identify production challenges and developed solutions to streamline productivity to ensure flawless execution of all design projects.
- Provided design for high-profile clients and features in all publications.

MARKETING SPECIALIST LENNAR COMMERCIAL 08.2015 – 08.2016

- Consolidated existing branding concepts and marketing initiatives to establish a cohesive strategy for commercial platform.
- Reduced 3rd party creative services expenditure by 75% by managing and executing design and development tasks in-house.
- Led the design of all creative assets, including real estate brand development and promotional videos, for both in-house and external clients.

PROFICIENCY + ADDITIONAL SKILLS

- Proficiency in Adobe Creative Cloud, including InDesign, Illustrator, Photoshop, and Lightroom.
- Skilled in video editing and production using Adobe After Effects.
- Working knowledge in HTML, php, and CMS design and management (WordPress)
- Bilingual (native Spanish speaking and writing)

EDUCATION

ASSOCIATE OF SCIENCE DEGREE IN GRAPHIC DESIGN THE ART INSTITUTE OF FORT LAUDERDALE 09.2010
Summa Cum Laude, Best Portfolio Finalist

BACHELOR OF SCIENCE DEGREE IN CIVIL ENGINEERING UNIVERSITY OF FLORIDA 12.2005
Construction Management