

Experience:

LATINWORKS - Austin, Tx. | Senior Creative/ACD | 2008 - 2014

Led creative development for clients overall branding including copywriting, and art direction on all communication pieces for many different notable clients. Charged with leading a team of art directors and copywriters in creating and executing overall concept and look of advertising material from print, television, web, and social marketing material as well as radio productions.

Clients include Burger King, Bud Light, Twix, U.S. Cellular, Pennzoil, Lowe's, Aio Wireless, Domino's Pizza, Chevrolet, and Budweiser.

LOPEZ NEGRETE - Houston, Tx. | Senior Art Director | 2007 - 2008

Created and oversaw designs and overall creative to produce an effective advertising campaign. Charged with directing studio team in production of materials for clients.

Commissioned specialists, such as artists and photographers, to work on projects.

Clients include Wal-Mart, Miller Lite, Visa, and Bank of America.

YOUNG & RUBICAM - Irvine, Ca. | Senior Art Director | 2005 - 2007

Oversaw the creative process on television productions and print photo shoots. Lead and contributed ideas as part of an integrated, multi-discipline team as well as lead directed print studio team. Effectively sold ideas both internally, and to clients.

Clients include Mattel, Land Rover, and L.A. Dodgers.

MENDOZA DILLON - Irvine, Ca. | Art Director | 2004 - 2005

Worked with a copywriter, generating 360 ideas to present internally and to the clients and produce. Produced several TV, print, and radio spots.

Clients include Cingular Wireless, Lucas Candies, and Mazda.

LATINWORKS - Austin, Tx. | Art Director | 2001 - 2004

Supported creative team through graphic design, asset creation, and digital presentations. Worked from concept to execution for advertising all pieces.

Clients include ESPN Deportes, Miller Lite, MGD, U.S. Cellular, SBC, and United Way.

Freelance – Senior Art Director

HeilBrice, Campbell Mithune, Brilliant Blue, Castelles & Assoc., Wollner Studios,

Casanova Pendrill

Clients:

L.A. Clippers, Verizon Wireless, Time Warner Cable, Aquafresh, Laguna Woods Village, MX 24-7.net

Awards & Honors:

Cannes Short List, Gold National Addy, Gold Fiap, 2 Cairbe Festival Silvers, Platinum Marcom, Short list Sol Festival, Featured in LatinSpots, "Not So Young Creative" Cannes Contest Winner.

Education:

University of Texas - Austin

B.S. Advertising