

JOSÉ ANTONIO

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I'm a Sr. Creative Digital Art Director and Visual Designer who collaborates with local and global advertising and marketing agencies in creating and shaping ideas into engaging experiences.

WORK EXPERIENCE

Sr. Designer

ConsumersAdvocate.org • June 2019 – Present

Responsible for bringing all types of design solutions to life which adhere to marketing strategies and business goals for all the Ad Practitioners brands: Money.com, Consumersadvocate.org and Fouroneone.consumersadvocate.org

Sr. Digital Art Director + Visual Designer

BOLD • Apr 2017 – June 2019

Work with a cross-functional team, including designers, engineers and product marketing managers to create visually engaging, innovative and functional mobile and web products.

Senior Digital Art Director

J. Walter Thompson • Apr 2015 – Mar 2017

Responsible for the UX and UI design facet of multiple award winning digital projects. Teamed up with copywriters to brainstorm creative concepts and ensure that the digital art direction supported the defined strategy.

Interactive Design Manager / Digital Art Director

Badillo Saatchi & Saatchi • Mar 2012 – Apr 2015

In charge of the UX and UI for all agency clients on a variety of platforms. Managed a team of 3 visual designers. Watched over outsourced project development to ensure creative quality. Collaborated with Community Managers to conceptualize and deliver visual content for over 20 social communities.

Sr. Creative Digital Art Director + Interactive Designer

Freelance • 2008 – Present

Collaborate with advertising and marketing agencies in creating ideas, design visions, scopes of work, budgets and deliverable time frames to develop brand experiences for their clients.

Euro RSCG • Jan 2007 – Jan 2008

Provided Art Direction and created brand experiences for multinational and local clients.

Senior Visual Designer

Eko Advertising • Apr 2006 – Jan 2007

Art Direction and brand experience creation. Directed and approved Junior Designer work.

Graphic Designer

Milestone Communications • Nov 2002 – Apr 2006

Created brand designs, landing pages and collateral material for special events and BTL advertising campaigns.

EDUCATION

Interactive Project Management

*Elisava School of Design
Barcelona, Spain 2011*

Php / Actionscript

SVA New York City 2009

Master's Degree Graphic design

Atlantic College, Puerto Rico 2005

Bachelor's Degree Fine Arts

*Escuela de Artes Plásticas
Puerto Rico 2002*

SKILLS

Creativity	Leadership
UX Design	Critical Thinking
UI Design	Time Management
Print Design	Handling Pressure
Brand Design	Problem Solving
Collaboration	Adaptability

TOOLS

Photoshop	
Illustrator	
Sketch	
Animate	
Google Designer	
HTML	
CSS	
Indesign	
Sizemek	
HotGloo	
Marvel App	
InVision	
After Effects	
Adobe XD	
PHP	
Javascript	

LANGUAGES

English	
Spanish	