

JOSÉ ANTONIO

creativeyuyu@gmail.com
787 232 7681

creativeyuyu.com
behance.net/creativeyuyu

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

WORK EXPERIENCE

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.

Sr. Digital Art Director + Visual Designer

BOLD • Apr 2017 – Present

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.

Art Director

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. Prepared final arts. Supervised photo shoots and other event productions.

EDUCATION

Interactive Project Management

Elisava School of Design
Barcelona, Spain 2011

Php / Actionsript

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	████████████████████
Adobe XD	████████████████████
PHP	████████████████████
Javascript	████████████████████

LANGUAGES

English	████████████████████
Spanish	████████████████████