

**José Antonio Vélez Canales**  
Interactive Designer / Art Director

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# HELLO

I'm a designer focused on Web and Interactive Design. Currently I work as a Visual Designer at BOLD, where I'm in charge of shaping creative ideas into engaging and memorable interactive experiences.



## WORK EXPERIENCE

**Visual Designer**  
BOLD • April 2017- Present

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

**Sr. Digital Art Director / Interactive Designer**  
J Walter Thompson • April 2015- Present

Responsible for the user experience and user interface design of multiple web/digital projects. In charge of ensuring the art direction and digital visual presentation of interactive campaigns support the defined strategy and oversee project development to ensure creative quality.

**Digital Art Director / Design Manager**  
Badillo Saatchi & Saatchi • April 2012 - April 2015

In charge of the user experience and user interface design for all agency clients on a variety of platforms including websites, facebook applications, mobile apps, interactive web banners and video games. Managed workflow for a team of 3 designers. Produced quotes for time and resources on interactive projects. Watched over in-house and outsourced project development to ensure creative quality. Worked side by side with Community Managers to conceptualize and deliver visual content for over 20 social communities.

**Freelance Interactive Designer / Art Director**  
January 2008 - Present

As a successful freelance creative, I am responsible in helping local and worldwide advertising and marketing agencies develop brand experiences for their clients. Services ranged from art direction, concept creation and promotional strategies to UX, UI design of web sites, apps, interactive campaigns and animated web banners.

**Art Director**  
Euro RSCG • January 2007 - January 2008

Provided Art Direction and created brand experiences for multinational and local clients. Supervised photo shoots, t.v. ad productions and post-productions. Created and designed web based strategies and campaigns.

**Senior Visual Designer**  
Eko Advertising • April 2006 - January 2007

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

**Graphic Designer**  
Milestone Events • November 2002 - April 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

**Postgraduate Interactive Design**  
Elisava School of Design & Engineering  
Barcelona, Spain 2011

**Php / Actionscript Summer Intensive**  
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	██████████████████
Muse	██████████████████
HotGloo	██████████████████
Marvel App	██████████████████
InVision	██████████████████
Adobe XD	██████████████████
PHP	██████████████████
Javascript	██████████████████

## LANGUAGES

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