

José Vélez

Senior Designer

Senior Designer with 10+ years experience creating and shaping ideas into engaging experiences in collaboration with local and global marketing and advertising agencies as well as product teams.

seniorvisualdesigner.com

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Experience

Senior Designer

Ad Practitioners • June 2019 – Present

Responsible for bringing all types of design solutions to life (websites, landing pages, infographics, animations and more) which adhere to marketing strategies and business goals for all the Ad Practitioners brands: Money.com, Consumersadvocate.org and Fouroneone.org

Senior Visual Designer

BOLD • Apr 2017 – June 2019

Worked with a cross-functional team, including designers, engineers and product marketing managers in the creation of visually engaging marketing websites and landing pages.

Senior Digital Art Director

J. Walter Thompson • Apr 2015 – Mar 2017

Responsible for UX and Visual Design 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.

Digital Art Director

Badillo Saatchi & Saatchi • Mar 2012 – Apr 2015

In charge of the UX Visual Design for all agency clients on a variety of platforms. Managed Junior 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.

Freelance Senior 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.

Art Director

Euro RSCG • Jan 2007 – Jan 2008

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

More experience available upon request

Education

Post Graduate Design and Internet Web Project Direction

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

Tools

Sketch, InVision, XD, Photoshop, Illustrator, Indesign, Animate, After Effects, HTML & CSS.

Skills

Sketching, Design Systems, User flows, Sitemaps, Wireframing, Visual Design, User research, Branding, Collaboration, Mentoring, Time Management, Adaptability

Languages

English and Spanish