

summary *A skilled, trilingual design professional with expertise in digital, print and flash animation and over ten years of experience working with diverse clients and brands. Partner with Fortune 100 and 500 companies like The Coca-Cola Company, The Home Depot, NAPA Auto Parts and RaceTrac to create award-winning projects. Demonstrate success in bringing vision and ideas to life through design while maintaining brand integrity and consistency.*

- samples**
- 2010 World of Coca-Cola: www.worldofcoca-cola.com
 - 2009 Home Depot Annual Report: www.homedepotar.com
 - NAPA Auto Parts: www.napaonline.com
 - Conservation Services Group Ecard: www.csgrp.com/eblast/client/
 - RaceTrac: www.racetrac.com

experience **Sagepath, Inc. | 2008 - 2011 | Senior Art Director**

Extensive internal, external, social and rich media design experience with the No. 1 brand in the world – The Coca-Cola Company. Created interactive experiences with campaigns, publications and websites. Developed design options for business development and managed teams to execute projects from end-to-end. Provided client-focused solutions with identity and branding. Articulated creative materials into an understandable format for clients and work with cross-functional teams to achieve the vision.

Project Highlights:

- Directed creative aspects of the *World of Coca-Cola website redesign*, leading a team of six developers, and merged two sites (html and flash) into one functional hybrid site. Worked closely with clients on architecture, flash elements and social media design. Optimized site for cross-browsing and mobile use. Accomplished brand consistency and voice through the development process. Additionally, managed html developers to produce a monthly subscription e-newsletter to work seamlessly with “Yesmail” html guidelines.
- Over three years, created a *World of Coca-Cola rich media campaign* by designing for display on high traffic websites like the Weather Channel and msn.com. Interpreted print campaign materials into interactive rich media ads. In 2009, based on digital campaigns in Coca-Cola North America, the World of Coca-Cola campaign was number one in traffic within 15 different brands.
- Developed the creative style guide for *myKO, The Coca-Cola's Company's internal employee portal*. The site is the main channel to communicate with 206 countries, seven operating groups and thousands of associates. Designed hundreds of front-page graphics for news articles and other features, which always maintained internal branding and consistency.
- Oversaw campaign design elements for the *'07 and '08 Marketing Excellence Awards for The Coca-Cola Company*. Globally, awards are presented to internal groups and more than 150 agencies for marketing excellence within 40 different categories via an internal website. Designed a user-friendly announcement site, highlighting entries and winners. Handled award announcements for more than 50 countries and managed video conversions, print ads, billboards as well as updated content for the week-long program.
- Developed *The Home Depot e-Annual Report* for three consecutive years, winning the MarCom Award for best e-Annual Report in 2009 from the Association of Marketing and Communication Professionals. Directed photo shoots and oversaw the design conversion into html and flash for both the English and Spanish language.

- Provided art, photo and design direction on *The Home Depot, Smart Home* print catalog. Organized and directed a three-day photo shoot with ten models, focusing on 20 different products. Designed a 30-page catalog containing detailed specifications on more than 50 products. It was distributed in English and Spanish throughout the United States.
- Designed a new visual identity and brand for the *Conservation Services Group*, which included a new website and logo to celebrate the 25th anniversary. Developed an e-card for high profile clients, partners and associates to launch the site.
- Partnered with *RaceTrac* to refresh the brand and bring innovation and a modern feel to the website with the goal of attracting a younger target audience. After a successful launch, phase two created an interactive environment to promote additional traffic. Users uploaded photos for a chance to win a 2011 Ford Camaro. Hundred of photos submitted to-date.
- Maintained *NAPA Auto Parts online* for more than two years, including a monthly e-newsletter and site elements to keep it interesting and relevant for consumers. Directed photo shoots to accumulate fresh material.

Level 1 Design, Atlanta, GA | 2006 – 2007 | Graphic and Web Designer

Worked on all aspects of advertising campaigns. Designed websites, e-blasts, flash animations and publications. Developed visual identities and logos with creative teams work to achieve compelling and consistent brands for clients. Clients include: Georgia Natural Gas, The Family Practice, Atlanta Gallery Association and Mars Snackfood.

Spin Creative, Inc. Atlanta, GA | 2003 - 2006 | Graphic Designer

Focused on print, ad campaigns and brand identity for clients throughout Georgia. Clients include: Fadó Irish Pub, March of Dimes, Taste of Atlanta 2004 and Healthcare Georgia Foundation.

Santa Catarina State Government, Florianópolis, Brazil | 2002 | Graphic Designer

Designed an information report for Government projects geared towards rural families located in Santa Catarina.

Unisul – Universidade do Sul de Santa Catarina, Florianópolis, Brazil | 2001 | Journalist and Graphic Designer

Wrote and researched articles for a weekly university-wide newsletter and designed layouts.

education **Universidade Federal de Santa Catarina, Florianópolis, Santa Catarina, Brazil | 2002 - 2003**

Bachelor of Communication and Visual Expression, Design

Unisul – Universidade do Sul de Santa Catarina, Florianópolis, Santa Catarina, Brazil | 1998-2001

Bachelor of Social Communication and Journalism

software **Adobe CS5 (Photoshop, Illustrator, Flash, InDesign, Dreamweaver)**

languages **Portuguese | Fluent**
English | Fluent
Spanish | Functional