



HECTOR B

creative/art director

HB

1 / 2

1.0 experience

The Meridian Group
Ft. Lauderdale, FL

Creative Director

April 2007 / Present

- Reviewed and Implemented procedures to optimize creative performance.
- Outlined creative strategies through internal and client meetings.
- Responsible for creative documentation and conceptual strategies.
- Worked with Account Management estimating project timelines and allocation of resources.
- Collaborated and directed Copywriter in the development of copy.
- Collaborated with other Team Creative Directors in central and branch offices.
- Worked with production Manager estimating projects and print specs.
- Worked on brand development strategies.
- Developed and implemented marketing strategies.
- Responsible for design of campaign/project's initial layouts, storyboards and overall look & feel.
- Responsible for casting Talent (Models, Voice and Actors).
- Managed team of Art directors, Designers and Production Designers.
- Responsible for presenting creative concepts to clients.
- Responsible for hiring creative prospects and vendors.

Soffer Adkins
Ft. Lauderdale, FL

Associate Creative Director

May 2005 / March 2007

- Reviewed and Implemented procedures to optimize creative department's performance.
- Outlined creative strategies through internal and client meetings.
- Collaborated with Creative Director in the development of conceptual strategies.
- Assisted Account Executives estimating project timeline and allocation of resources.
- Collaborated and directed Copywriter in the development of copy.
- Worked with production Manager estimating projects and print specs.
- Developed and implemented marketing strategies.
- Responsible for design of campaign/project's initial layouts, storyboards and overall look & feel.
- Responsible for casting Talent (Models, Voice and Actors).
- Managed team of Art directors, Designers and Production Designers.
- Responsible for presenting creative concepts to clients.
- Responsible for hiring creative prospects and vendors.

Bgt Partners
Miami, FL

Senior Art Director

April 2004 / May 2005

- Responsible for reviewing and Implementing creative department's procedures and methodologies.
- Outlined creative and design objectives through internal and client meetings.
- Responsible for creative documentation and conceptual strategies.
- Collaborated with Project Managers in estimating project timeline and allocation of resources.
- Collaborated in developing Information Architecture, wire-frames and user experience guidelines.
- Collaborated with Lead Developers outlining technology solutions and functionality.
- Designed user interfaces and overall look & feel.
- Managed team of Graphic Designers in central and branch offices.
- Responsible for designing company's presentations, marketing collateral and RFP documents.
- Responsible for presenting creative concepts to clients.





HECTOR B

creative/art director



2 / 2

1.1 experience

Advansiv-RioTech, LLC | Creative Director / art director | April 2001 / August 2004
Hollywood, FL

- Responsible for reviewing and Implementing creative procedures and methodologies.
- Outlined creative and design objectives through client and internal meetings.
- Responsible for creative documentation and conceptual strategies.
- Collaborated with Project Managers in estimating project timeline and allocation of resources.
- Conceptualized and developed solutions to satisfy project and marketing objectives.
- Collaborated in developing Information Architecture, wire-frames and user experience guidelines.
- Designed user interfaces and overall look & feel for web, print and corporate id projects.
- Collaborated and directed Copywriter in the development of copy.
- Managed team of Art directors, Designers and Production Designers.
- Lead brand development strategies.
- Responsible for designing company's presentations, marketing collateral and RFP documents.
- Responsible for presenting creative concepts to clients.
- Responsible for hiring prospects and production vendors.
- Implemented company's corporate id guidelines. Curator of corporate and brand id issues.

2.0 education

University of Sacred Heart
San Juan, PR
Bachelor's Degree in Communications
May, 1991
Visual Arts & Advertising

Central de Artes Visuales, H.S.
San Juan, PR
High School Diploma
May, 1986
7 years Art Degree

3.0 skills

Adobe CS3
FreeHand
Dreamweaver
Quark Xpress
Acrobat
Office
Clients & Profits

Strategic Planning
Brand Development
Corporate ID
Video Production
Illustration
Copywriting
Concept to Production

Print & Web Design
User Interface Design
Information Architecture
Wire-frames
Packaging Design
Environmental Design
Digital Imaging

Advertising & Web Industry
Interactive (email) Marketing
US, US Hispanic & Latin American Markets
Fluent English & Spanish. Portuguese.
Leadership / Management skills
Photoshoots
Multi-tasking

4.0 accounts

Citrix
Lehman Brothers
Hewlett Packard
BankAtlantic
Chase Vista Funds
Midtown Group

Microsoft Latin America
Motorola Latin America
Polaroid Latin America
Burger King Latin America
Sony Latin America
Sony Electronics

McDonald's
Dole Fruits
IBM SECU
United Distillers
State of Florida (SOFP)
Sensormatic

Transitions Lenses
Palace Resorts
Sol Melia/Paradisus
Buccini/Pollin Group
Mariott Hotels
Citibank FSB

Novation
HPPI
AutobuyingUSA
EduCare Financial
NASTAD
Gourmet Food Store

6.0 achievements

2006 ADDY Awards - Regional, Miami-Ft. Lauderdale
Gold: Best Brochure Category: Midtown6 Brochure

2006 Neenah Papers Regional Awards SE
Bronze: Midtown6 Brochure

2007 HSMAl awards
Silver: Le Blanc Spa Resort Print Campaign
Bronze: Le Blanc Leisure Brochure

2007 ADDY Awards - Regional, Ft. Lauderdale
Gold: Le Blanc Spa Resort Insert -Direct Mail
Silver: Palace Resorts Wedding Brochure
Silver: Le Blanc Spa Resort Wedding Email
Silver: World Vacations Travel Logo

2008 HSMAl awards
Silver: Sanibel Harbour Resort & Spa Wedding Brochure
Bronze: Le Blanc Spa Resort Group & Incentive Campaign
Bronze: Sanibel Harbour Resort & Spa Web site