
André R

EDUCATION

Bachelor of Science: Media Arts and Animation, 2001.
Art Institute of Fort Lauderdale.

ACHIEVEMENTS

- Digital Signage Expo 2010 Apex Award winner honor innovation in the development and deployment of technology in the global digital out-of-home industry. Gold – Miami Dolphins Sun Life Stadium with Cisco Systems.
- Journey Education national marketing animation competition contest winner of 2001.

SKILLS & EXPERIENCE

- In-depth use of Autodesk Maya, 3D Studio Max, and Adobe After Effects.
- Designed with marketing, business development and engineering teams, creating corporate websites, and user interface for the web, stand-alone software applications, and multimedia presentations.
- Background in art, which shows a thorough understanding of physical motion, weight, balance, texture and form.
- Ability to create graphics and animation from concept to implementation.
- Created layouts and graphic design for websites, and print marketing materials.
- Provided visual design and animation for corporate media presentations.
- Solid understanding of web cross platform functionality, and browser capabilities.
- Proficient with web interface design, advanced CSS, and content management systems.
- Optimization of creative elements for varying bandwidth and platform requirements.
- Knowledge of Web 2.0 applications, information architecture, and emerging internet technologies.
- Visual design skills creating and developing dynamic and complex Flash, 3D, and broadcast graphic designs.
- Ability to create advertising and marketing solutions from the strategic design and development to execution.
- Solid understanding of video codec's and advanced video encoding options in Adobe Flash, and After Effects.
- Proficient editing and compositing digital video and animation.
- Strong understanding of traditional animation principles.
- Ability to produce interactive multimedia presentations.
- Languages: English, Portuguese, and Spanish.

SOFTWARE APPLICATIONS

Apple Macintosh and Microsoft Windows platforms.
Adobe Photoshop, Adobe Fireworks, and Adobe Illustrator.
Adobe Dreamweaver, and Adobe Flash.
Adobe InDesign, and Adobe Acrobat Professional.
Autodesk Maya, and Autodesk 3D Studio Max.
Adobe After Effects, Adobe Premiere, and Apple Final Cut Pro.

PROGRAMMING LANGUAGES

HTML, DHTML, XML, CSS, ASP.NET, PHP, Flash ActionScript, and Java Script / Ajax.

PROFESSIONAL EXPERIENCE

CISCO Systems | Sun Life Stadium

Broadcast Content Developer – July 2009 – Present

- Designed with marketing, business development, and engineering teams, creating interactive user interfaces, advertising, animated banners, menu boards and other types of content for the Sun Life stadium events.
- Responsible for creating and sharing ideas/concepts with other designers, on-air promotion management, writers and producers to establish identity and assure consistent branding.
- Worked to improve overall quality and efficiency of department by maintaining technical standards and troubleshooting problems. Quality controls on air promotional spots, graphic campaigns, other materials as assigned. Presented work in progress to senior management.

- Managed creative assets and ran the digital signage system from the broadcast room in the stadium for every game. Worked with the Cisco team troubleshooting, testing and adjusting all creative assets before they are played during the events.
- Provided creative and engineering support to the Miami Dolphins administrative staff members.

DDB Miami

Senior Web Designer – January 2009 – July 2009.

- Designed with marketing, business development and engineering teams, creating websites, user interface, and animated banners for the web and multimedia presentations.
- Created content development of database corporate websites with content management system, through the use of Adobe Flash, ASP.NET, HTML, and CSS, incorporating the established guidelines for layout, graphic elements, animation, and text.
- Worked as a broadcast designer editing TV and radio commercials, compositing 2D & 3D animations, creating storyboards, layouts, and special effects, through the use of Adobe Flash, Adobe After Effects, and Apple Final Cut Pro.
- Responsible for the creation of design concepts such as: layout, color palette, typography and appropriate imagery for the web, multimedia, and print media.
- Photographed, edited, and created photo-composites, for promotional and advertisement projects.

LPG Systems | Bayview Group

Senior Web Designer – July 2006 – Present.

- Created and implemented high-end 3D computer graphics and animation through the use of Autodesk Maya, 3D Studio Max, Adobe After Effects and Apple Final Cut Pro.
- Designed with marketing, business development and engineering teams, creating websites, and user interface for the web and multimedia presentations.
- Created content development of database corporate websites with content management system, through the use of Adobe Flash, PHP, HTML, and CSS, incorporating the established guidelines for layout, graphic elements, animation, and text.
- Responsible for the creation of design concepts such as: layout, color palette, typography and appropriate imagery for the web, multimedia, and print media.
- Designed original artwork such as: brochures, illustrations, 3D graphics and photo-composites, for promotional and advertisement projects.

Rechannel Communications | eNeighborhoods

Senior Web Designer – March 2004 – July 2006.

- Designed with marketing, business development and engineering teams, creating websites, and user interface for the web, stand-alone software applications, and multimedia presentations.
- Created content development of database corporate websites with content management system, through the use of Adobe Flash, ASP.NET, HTML, and CSS, incorporating the established guidelines for layout, graphic elements, animation, and text.
- Responsible for the creation of design concepts such as: layout, color palette, typography and appropriate imagery for the web, multimedia and print media.
- Responsible for the development of corporate strategy plans with illustrative flow charts for in-house, client presentations and proposals.
- Responsible to create advertising and marketing solutions from the strategic development and design to execution, to build business brand awareness, acquire customers, increase sales, and garner customer retention.

Nickelodeon Latin America

Broadcast Designer – November 2003 – December 2004.

- Worked as a freelance broadcast designer in all aspects of on-air promotion and channel branding including, creating: TV commercials, 2D & 3D animations, storyboards, layouts, and special effects, through the use of Autodesk Maya, 3D Studio Max, Adobe After Effects, and Apple Final Cut Pro.

Snipermail Advertising

Web Designer – January 2002 – November 2003.

- Responsible to create advertising and marketing solutions from the strategic development and design to execution, to build business brand awareness, acquire customers, increase sales, and garner customer retention.
- Created content development of database corporate websites through the use of HTML, Adobe Flash, and ColdFusion

incorporating the established guidelines for layout, graphic elements, and text.

- Addressed and implemented appropriate imagery for web presence, updated content, optimized web graphics, and photographs for maximum website performance.
- Responsible for the development of websites, and corporate strategy plans, with illustrative flow charts for in-house, client presentations, and proposals.

Corporate Mirror

Web Designer – February 1999 – December 2001.

- Created content development of database corporate websites through the use of HTML, Adobe Flash, and ColdFusion incorporating the established guidelines for layout, graphic elements, and text.
- Addressed and implemented appropriate imagery for web presence, updated content, optimized web graphics, and photographs for maximum website performance.
- Responsible for the development of websites, and corporate strategy plans, with illustrative flow charts for in-house, client presentations, and proposals.
- Produced layouts and graphics for print media marketing materials.

Quad International

Web Designer – June 1997 – February 1999.

- Created content development of corporate websites through the use of HTML, Adobe Photoshop, and Illustrator, incorporating the established guidelines for layout, graphic elements, and text.
- Addressed and implemented appropriate imagery for web presence, updated content, optimized web graphics, and photographs for maximum website performance.
- Supervised, junior web designers in the production of web updates, and press-ready materials.
- Color correction team supervisor and coordinator.
- Prepared, setup and digitized product photographs from original film or electronic files, through hi-resolution imaging output such as: drum scanning, color correction, image retouching, photo-composites and enhancement