

cristinaarce.com

Art Director, Photographer, Web & Graphic Designer

SUMMARY OF QUALIFICATIONS:

Highly creative Senior Graphic Designer with extensive experience in web and print design (since 1997) and more than five years as Ecommerce Marketing Design Specialist. Strong people management skills and experience leading an Art/Graphics/SEO department for four years. Passionate and inventive creator of innovative marketing strategies and e-mail campaigns. A goal-oriented individual with the ability to multitask in a timely manner. Demonstrates excellent organizational skills and is able to work with minimal supervision. Ability to handle a large workload under pressure and can work individually or as a team. Detail oriented. Speak and write Spanish and English fluently.

SPECIALTIES:

Creative Vision. Leadership. Fashion. Email Marketing Campaigns. Newsletters. Photography. Web and Graphic Design. Project Management. Brand Management. Microsites. Online Campaigns. Adobe Creative Suite. HTML. Styles Sheets (CSS). SEO. Mac/Windows platforms.

EDUCATION

2002-2006

Veritas University

Graduated with Bachelor of Photography degree

1997-2002

Veritas University

Graduated with Bachelor of Graphic Design degree

1999

University of Costa Rica (UCR)

Certificate of completion of Graphic Design

1991-1996

La Salle High School

Graduated with advanced level certificates as an honor student

INTEREST AND ACTIVITIES

Photography: I've had various exhibitions in Costa Rica and Spain art galleries and venues. I specialized in portraits, events and fashion.

Activities: I train Muay Thai and practice cardio kickboxing.

Others: art, painting, reading, film/movies, entertainment, dancing, travel, experiencing new cultures and visiting art galleries and museums.

Memberships:

* "TPMG" - Canada (Toronto Photography Meet-up Group)

* "Por Media Calle" - Costa Rica (Group of poets, musicians, photographers)

* "Foto en red" association - Spain (Association of photographers)

* "Art in All of Us" - Art programs for kids. Part of the Global Team. (CentralAmerica)

Volunteering Activities:

* "Working Women Community Centre" - Canada (Non-profit and charitable organization)

* "Toronto Rape Crisis Centre" - Multicultural Women Against Rape - Canada (Crisis Line)

* "On Your Mark Tutoring Program" - Youth Workshop - Canada.

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WORK EXPERIENCE

2006-Present

Senior Web & Graphic Designer - The Shoe Company/Town Shoes

* Responsible for, but not limited to the design and execution of weekly email campaigns, which has a circulation of about 10.000 clients and 90 stores in Canada. From conceptualization (producing rough sketches for approval), graphic design, copy writing and product photography to HTML, CSS, Browser Optimization, Keyword and Market Research, Search Engine Optimization and Testing in-house and with the 3rd party web marketing company.

* Collaborate with clients to create vision, conceive design and consistently meet deadlines and requirements for web and print advertising. (Clients included: Adidas, Diesel, Franco Sarto, Puma, JLO, Kenneth Cole, BCB Girls, Skechers, Guess, Lacoste, Nike, Nine West, Reebok, Timberland and more).

* Responsible for daily operations of the two company' websites including images, banners, landing & promotional pages, code and optimization (www.theshoecompany.com, www.townshoes.com).

* Created catalogs and booklets with current or new trends of the season. Long-term promotional print projects, in-store displays (POP materials), signs & poster design, brochures, landing pages, banners, logos and simple animations.

* Assist in the development of online campaigns that incorporate social media, social media strategies, keyword optimization and mobile marketing. (Social media channels such as Facebook, Twitter and LinkedIn)

* Responsible for photography shots of some products for the company's magazine, catalog, advertising and website.

2002-2006

Graphics Department Manager / Art Director - V.O. Group

* Liable for planning, overseeing and coordinating all work done by the Graphic Design Department. (15-18 designers / SEO employees). Maintained a smooth workflow and a high productivity level.

* Project Management. Brand Management.

* Responsible for daily operations of Graphic Design Department including hiring and scheduling projects.

* Partner with Marketing Director on media and public relations initiatives.

* Trained and taught new graphic designers/SEO department employees about information on creating V.O. marketing websites, e-commerce sites, landing pages and promotional material.

* Creation of marketing site instruction manual. User guide. (Booklet with specific branding designs and print layouts)

* Demonstrated ability to developed and managed strategic communication plans, a strong working knowledge of branding and corporate identity and an ability to identified opportunities to enhance the company's competitive position in the sports services industry.

* Print advertising for U.S. media (magazines).

* Managed main websites of the company, such as V-Wager, Alltracks, GeckoCasino. And planned and created 100+ small marketing websites related to the all main websites for marketing purposes.

* Designed images for online software for Casino Lobby.

* Created brochure, banners, newsletters, emails, landing pages and poker tables-software for numerous clients.

2002.

Adobe Authorized Instructor (Back then: Macromedia) - Veritas University

* Provided expert instruction on Adobe products. Three months courses: Introduction to Web Design (15-20 students)

2002.

Adobe Authorized Instructor (Back then: Macromedia) - CYBER U Costa Rica

* Provided expert instruction on Adobe products. Two months courses: Introduction to HTML (Dreamweaver) and Adobe Flash (Level: Beginners) - (15-20 students)

2000-2002

Senior Web & Graphic Designer - Casablanca (Wagerweb)

* Creatively designed unique websites for various national and international corporate clients.

* Performed daily operations for international portal: wagerweb.com and wagerwebaffiliates.com such as graphics, animations, newsletters, emails, landing pages, banners, icons, etc

* Photography for "Babes Contest" and Calendar. (top models)

1999-2000

Web Designer - INET Software

* Created advertisement for clients featured in magazines and billboards.

* Created game tables for casino software

* Responsible for designing and constructing websites, logos, animations, business cards, letterheads, brochures.

1998-Present

Freelance Photographer - CristinaArce.com

* Photographs published in magazines like: PHOTO magazine (France), Pixel Magazine (Spain), Art Studio Magazine (Costa Rica), San Jose Volando magazine (Costa Rica), Semanario Universidad Newspaper (Costa Rica), Fronteras del TEC magazine (Costa Rica)...and a bunch of photography websites.

* Finalist on the Metro Global Photo Challenge 2008 - over 55.000 photos were submitted (International).

1997-Present - Freelance as Web and Graphic Designer - CristinaArce.com