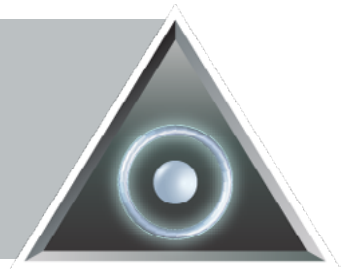


Arnaldo L Otero

ART DIRECTOR
GRAPHIC DESIGNER
WEB DEVELOPER

PHONE: 787•638•7261
PORTFOLIO: www.halo-studios.com
E-MAIL: arnold61@gmail.com



To Whom It May Concern:

Please review my attached resume in response to your opening post. I think I perfectly match the qualifications for the announced position and would greatly appreciate your kind consideration.

I am a hard working, energetic, highly motivated professional with considerable work experience in the industries of advertising, design, and marketing communications. Specializing in executing strong and effective visual communications and creative marketing strategies, I have developed a unique range of multidisciplinary skills and enjoy being versatile in handling multiple tasks and responsibilities. Extremely organized with careful attention to details, I often see a project through, from original concept creation to final production.

Love challenges and the ability to solve creative or technical problems fast and efficiently. I also possess very good oral, writing and interpersonal communication skills.

In addition to a keen sense of design and composition, a comprehensive understanding of design principles, and proficiency in digital media editing tools, I also offer excellent overall computer skills, in-depth knowledge of 3D applications, video, TV and digital animation production, multimedia and interactive design and development.

As a member of your team I am confident to make a significant contribution to the continued success of your organization. Please let me know if you need further information or material on my credentials, or if you would like to arrange an appointment for a personal interview. Thanks for your time and consideration, I look forward to hearing from you soon.

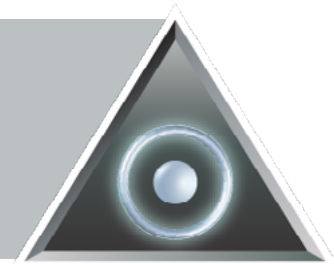
Sincerely,

Arnaldo L. Otero

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SUMMARY

Hard working, highly creative, and multitalented professional with extensive work experience in the industries of Advertising, Design, and Marketing Communications. Very effective in executing strong and innovative visual communications and creative concepts. Unique range of multidisciplinary skills and versatile in many tasks and responsibilities. Extremely organized with careful attention to details. *Partial list of Creative experience:*

ADVERTISING

- Promotional Campaigns
- Point-of-Purchase
- Project Management

GRAPHIC DESIGN

- Brand Identity
- Marketing Collateral
- Signage / Exhibit Display

MULTIMEDIA

- Web Design & Development
- Email Marketing
- Graphic User Interface

EDUCATION

School of Visual Arts

MFA in Computer Graphics; Concentration: Interactive Multimedia / 3D Computer Animation.

New York Institute of Technology

Courses: Microcomputers, Advertising, Mass Media and TV Studio Operations.

Pratt Institute, Brooklyn

BFA in Communication Design: Major in Art Direction / Graphic Design. Minor in Illustration.

Courses: Art History and Film making.

Lucchetti Visual Arts School

Basic training in art media: Design, Drawing, Painting, Photography and academic curriculum.

WORK EXPERIENCE

DIGITAL SHAKE

- ▶ **Web Content Manager:** In charge of maintaining, updating, revising and creating new web pages for a national chain of restaurants across the U.S., Canada and Latin America. Placing and replacing of existing promo campaigns throughout different sections of the website. Responsible for optimizing images and graphics for web, assuring web standards and proper naming conventions, previewing pages and checking for browser compatibility and responsive design adaptation.

McCULLOUGH DOMINGUEZ

- ▶ **Web Designer / Developer:** Achieved strong media presence in the design and developing of a high-impact web site. Successfully translated business objectives into appealing and effective visual concepts by showcasing this Architectural firm unique approach to design and project management. Also produced advertising and presentation material including trade ads, PowerPoint proposals, printed and online portfolio and catalog.

EURO RSCG Puerto Rico

- ▶ **Production Manager / Senior Art Director:** Successfully lead and supervised production team in creating and executing marketing and sales promotion. In charge of work distribution, staff training and quality control. Responsible for client contact and establishing production methods, timetables and deadlines. Coordinated freelance designers, consultants and vendors to meet all project requirement. Collaborated with creative department in developing concepts and designing layouts for ad campaigns and other institutional and promotional pieces.

ABBOTT LABORATORIES / MediSense Products

- ▶ **Associate Creative / Senior Designer:** In charge of creating and establishing brand of health products line distributed worldwide. Emphasized brand continuity across various media, maintaining consistent implementations in different markets around the world. Provided creative vision and concept design for the Marketing Communications Program: advertising, promotional and consumer educational material. Generated theme campaigns, visuals and 3D graphics for global meetings and conventions. Produced 3D models for product prototypes, packaging mock-ups, and originated template for their intranet website.

ZIFF DAVIS / Comdex & Forums

- ▶ **Senior Art Director/Assistant Creative:** Raised the bar in conceptualizing creative ideas, designing and managing the production of promotional launching campaigns for national trade shows. Created visuals, including 3D graphics, illustrations and high-tech imagery to be used consistently across different media such as program covers, animated GIFF's, web banners, opening titles and animation clips for video presentations on screen, on-line and on ZDTV.

HOUGHTON MIFFLIN CORPORATION

- ▶ **Senior Graphic Designer:** Conceived original designs and concepts, page layouts and graphics for children educational books distributed nationwide. In charge of brainstorming sessions with Marketing and Editorial Directors, electronic spec, photo research, props production, photo shoots, mac-art and illustrations. Supervised Electronic Production Specialists in the formatting and production of final pre-press pages and signed out on releases.

BALLORI & FARRE ADVERTISING

- ▶ **Creative/Art Director:** Pioneer in implementing digital technology in the Agency. Effectively build, motivated, and directed design and production teams, while increasing Art Department staff and production by 75%. In charge of hiring, training and managing copywriters, art directors and designers in creating concepts for TV commercials, print ad campaigns, trade promotions, and business publications. Directed the design and developing of the graphic outlook and corporate identity program for El Conquistador Resort, El San Juan Hotel and La Concha Resort. Successfully directed and completed multiphase projects involving budgets up to \$5 millions, while meeting tight turnaround schedule.

FREELANCES

Hill & Knowlton / PR
WXTV / Univision / NJ
The Bravo Group / NY

Young & Rubicam / PR
Soon Kim Company / NY
Adion Advertising / MA

McCann Erickson / PR
Bozell Jacobs / K&E / PR
Foote Cone & Belding / PR

CLIENTS

3M Company
AT&T
Bacardi Corporation
Banco Popular
BBVA
Burger King

Chrysler Corporation
El Conquistador Resort
The Coca Cola Company
Conde Nast Publications
Corona Extra
Gillette

Goldstar International
San Juan Hotel & Casino
Sherwin-Williams
Time Inc./Sports Illustrated
Vodka Finlandia
Volvo Car Corporation

TECHNICAL SKILLS

Experience with Macintosh, Windows, and Unix operating systems. **Proficiency** in the following software: Adobe Creative Suite, Microsoft Office, PowerPoint, CorelDraw, Painter, QuickTime Pro, iMovie, Final Cut Pro, Swift3D, Infini-D, Audacity. **Advanced Knowledge of** HTML5, HTML, XHTML, CSS3, some JavaScript, PHP, JQuery and Action Script. Design and develop Interface Design, Interactive Multimedia, 3D Animation, Video and Audio editing. **Other** Internet applications include Shockwave, Flash, FireWorks, WordPress, and Responsive Design using Fluid Grid Layout. Fully bilingual: English and Spanish.