

EXPERIENCE

Oct 2020 • present

Independent Work • Freelance

- Art-directed major fundraising events at St. Stephen's school.
- Designed logos and corporate images for base clientele.
- Served as board member at St. Stephen's K-8 school.

Feb 2010 • Oct 2020

Online Game Artist II & Localization Expert

IGT, San Francisco, CA

- Executed art assets for online games with clear art direction from start to finish, including symbols, animations, backgrounds, transitions and paytables. Integrated game assets.
- Managed graphics optimization and file sizing.
- Created marketing assets and game release materials.
- Managed entire localization process for San Francisco Studio games, translation and adjustment into 21 languages, including font implementation to meet worldwide market expansion.

May 2008 • Sep 2009

Senior Interactive Designer

IGT WagerWorks, San Francisco, CA

- Created demos for new game launches; presented at G2E, International Gaming Exhibition ICE, the European iGaming Congress and Expo EiG.
- Developed logos, icons and preview images for client websites.
- Created icons and color palettes for the new RGS application.

Jan 2005 • Mar 2008

Art Director & Founder

LiquidGraphic, Sarasota, FL

- Founded a full-service web and graphic design agency.
- Directed logo creation, corporate image development, website design & marketing campaigns.
- Responsible for all the visual style of product packaging design, outdoor advertising and printing.

Feb 2000 • Aug 2004

Art Director

Conectium Limited, Caracas, Venezuela

- One of five principals at 50-person start-up operating in four different countries.
- Led marketing and visual department focused on logo design, branding, corporate image, media kits, POP materials, website design and animation.
- Worked extensively with WAP technology building images, icons, banners and interfaces for mobile phones.

EDUCATION

1994-1998

B.A. in Graphic Design & Visual Communications, PROdiseño, Caracas, Venezuela










1998-1999

Web Design Course, PROdiseño, Caracas, Venezuela

1999-2000

Animation and Multimedia Course, PROdiseño, Caracas, Venezuela

SOFTWARE

- Adobe Photoshop 
- Adobe Illustrator 
- FontLab 
- Adobe Dreamweaver 
- HTML and CSS 
- Microsoft 365 
- Acrobat Reader 
- After Effects 
- Spine 

SKILLS

- 25+ years' experience in corporate branding, logo creation, web design and animation.
- 10+ years' experience in gaming.
- Proven ability to work under pressure; extremely self-motivated; excellent interpersonal skills.
- Skilled at digital photography and photo retouching.
- Font development and implementation for localization (currencies and languages).
- Bilingual/biliterate English/Spanish.
- Experienced with Mac and PC operating systems/platforms.

INTERESTS

- Yoga, tennis and baking.

