



javi.LA

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03.25 – PRESENT

FREELANCE ASSOCIATE CREATIVE DIRECTOR OMNICOM PRODUCTION

- Assist team with work overflow & managed crisis situations across multiple brands (Aveeno, Bandoit, Motrin, Neutrogena), and platforms (Social Media, Amazon Product Detail Pages, CPG) to ensuring deadlines are maintained.
- Execute and oversee all stages of the creative process (Concept/Execution/Production), maintaining quality and consistency throughout.
- Consult with Mexico City office to streamline creative processes and approve final deliverables per style guides and brief's strategic intentions.

10.24 – 01.25

FREELANCE ASSOCIATE CREATIVE DIRECTOR MRM

- Led the creative direction for the brand identity of Pediarix, ensuring cohesive visual representation.
- Developed original logos, brand guides, and responsive websites to enhance brand visibility.
- Executed innovative social media campaigns, unique direct-mail formats, driving engagement and brand recognition.

09.23 – 10.24

FREELANCE ASSOCIATE CREATIVE DIRECTOR DIGITAS

Contracted to assist with new dual indication launch for Skyrizi.

Original concepts & designs with oversight/executions including:

- Conceptual storyboards for video
- Figma interfaces/designs
- Maiden social media campaign
- Interactive sales-aid
- Re-branded, responsive website
- Email campaign
- Various industry publication placements

05.23 – 08.23

FREELANCE ASSOCIATE CREATIVE DIRECTOR CLICK HEALTH

- Spearheaded the creative direction for the Tyrvaya brand, enhancing its visual identity across digital, video, and print platforms.
- Collaborated with strategists to analyze target audiences, resulting in a fresh and engaging brand aesthetic.
- Developed original concepts that effectively communicated the brand story, increasing audience engagement and brand recognition.

02.23 – 05.23

FREELANCE ASSOCIATE CREATIVE DIRECTOR GREY GROUP

- Led the design and production of digital, print, and video content for various campaigns.
- Oversaw the creative process for virtual and on-location conference experiences, enhancing audience engagement.
- Collaborated with cross-functional teams to ensure alignment with client objectives, resulting in successful project outcomes.

08.17 – 01.23

CONTRACT CREATIVE DIRECTOR / PHOTOGRAPHER NYCEC

Contracted to create quarterly digital & print assets including financial reports, case studies, property evaluations, email blasts, ad banners video production and various digital needs. Office space design and signage.

Group photos, portraits, environmental portraits, architectural photography. Shooting extensive social photo and video content, updating/maintaining library.

05.19 – 02.23

FULL-TIME CREATIVE LEAD/ BRAND MANAGER HCG INTERNATIONAL

Hired as the creative lead for the NYC office for the Entwine Agency (later to become HCG) and a team of five.

Responsibilities included:

- Maintaining direct client relations
- Creative liaison to account and medical teams, internally & externally, as well as external agencies
- Helping to bridge the gap between different creative disciplines and other internal teams
- Analyzing client ask and determining appropriate execution
- Procurement of appropriate creative talent needed per project as well as oversight
- Ensuring creative quality is kept at a high caliber and still adheres to brand and regulatory board guidelines
- Utilized for various conceptual and design tasks ranging from video storyboards to conference experiences
- Mentoring junior art directors and designers

Eventually assigned as the creative brand manager for final creative approvals on several brands including Pfizer & Bayer.

03.17 – 01.20

CONTRACT CREATIVE DIRECTOR VISION FLOURISH

- Lead the branding initiative for Vision Flourish, a sustainability-marketing startup, enhancing its market presence.
- Developed a comprehensive educational content series to guide cities and corporations in sustainable practices.
- Delivered key assets including brand exploratory, competitor's analysis, media strategy, logo design, comprehensive website, training materials,
- Creation of a cohesive brand identity and style guide.

11.18 – 04.19

FREELANCE ASSOCIATE CREATIVE DIRECTOR WILDTYPE

- Collaborated with cross-functional teams to design impactful print and digital media for Breast Cancer Awareness campaigns.
- Developed engaging ad banners and storyboards for Keytruda, Lymparza, and Ontruzant, enhancing brand visibility.
- Utilized innovative design techniques to create compelling visuals, resulting in increased audience engagement and awareness.

11.17 – 10.18

FREELANCE SENIOR ART DIRECTOR The Bloc

Successfully led the creative direction for a new brand initiative within the Farxiga family, enhancing its market presence.

- Established a new brand hierarchy while maintaining aesthetic consistency across multiple indications.
- Created engaging print and digital assets for high-profile clients, including Amarin and Sanofi.
- Developed skills in brand strategy, visual design, and cross-team collaboration in a fast-paced environment.

07.13 – 07.17

FREELANCE SENIOR ART DIRECTOR VISUAL ALCHEMY GROUP

- Two successful pitches acquiring Alcon and AstraZeneca.
- Helped concept conference experience and booth designs for Perforomist and AstraZeneca.
- Created various designs, for print interactive media, ad banners and videos including storyboards for Asthma Awareness, Chronic Granulomatous Disease Awareness, Merck, Singular and Xiidra.

04.16 – 07.16

FREELANCE SENIOR ART DIRECTOR MERKLEY + PARTNERS

Contracted to create concepts for an integrated campaign for Mercedes-Benz. "Under the Star" concept developed. Deliverables included new designs for print ads and ad banners.

Concept included designs for an app where augmented reality was incorporated and customers could customize their vehicles and follow up at a local dealership.

02.08 – 01.16

FREELANCE SENIOR ART DIRECTOR RAPP COLLINS

- Collaborated with strategists to define strategy and messaging for various 360 campaigns including HP, OneTouch and Lactaid.
- Concepts & design for HP's Booth at Conference.
- Three successful RFP proposals obtaining Humana, Macy's, and NicodermCQ.

12.13 – 04.14

**FREELANCE ASSOCIATE CREATIVE DIRECTOR
SAATCHI & SAATCHI**

Contracted to create a 360 Campaign for the Toyota Prius. Task included over-arching concept, new design and direction, execution of print, online and social advertising, print and online collateral, interactive sitelet where users could customize their Prius, 15, 30 & 60 second videos for online and broadcast usage.

An integrated campaign was also created for the Toyota Sienna. Deliverables included print and online advertising collateral, interactive sitelet where users could also customize their Sienna.

10.13 – 11.13

**FREELANCE ASSOCIATE CREATIVE DIRECTOR
CDMi CONNECT**

Contracted for RFP work and successfully acquired TOBI.

08.13 – 09.13

**FREELANCE SENIOR ART DIRECTOR
DAGGERWING GROUP**

Contracted for the launch of new web design, emails, print, ad banners, and interactive learning modules for general diabetes awareness.

05.13 – 07.13

**FREELANCE ACD/ART DIRECTOR
MERCEDES-BENZ USA**

- Contracted for conceptual work for new North Star App.
- New designs of various print collateral that included collectible “baseball cards”, desk and wall calendars, mailers and new customer welcome packages for TheMercedes-Benz Roadside Assistance Program.

02.09-12.09

**CONTRACT CREATIVE DIRECTOR / PHOTOGRAPHER
OPTIMISTICO**

Contracted for designs/branding for newly acquired client Performance Physical Therapy.

Photography for print & web collateral. Architectural, portraits, and staged scenarios were common assets needed.

10.09 – 11.09

**FREELANCE SENIOR ART DIRECTOR
CLINE DAVIS & MANN**

Contracted for re-branding and campaign for Tobi and their support program Tobi-care.

06.08 – 09.08

**FREELANCE SENIOR ART DIRECTOR
JWT**

Contracted for U.S. Marines print & web campaign, site redesign and custom mailers.

12.07 – 04.08

**FREELANCE SENIOR ART DIRECTOR
IMC²**

Contracted for Dr. Scholl’s site redesign. UI and functionality included online purchases.

05.07 – 12.07

**FREELANCE SENIOR ART DIRECTOR
MRM WORLDWIDE**

Contracted for site design, print and web campaigns for MasterCard and Saks Fifth Avenue. UX/UI/Design for interactive homepage/landing experience.

07.06 – 10.06

**FREELANCE SENIOR ART DIRECTOR
WUNDERMAN**

Web & print campaigns for Chevron, Citibank, MasterCard, Chantix.

11.02 – 02.06

**FREELANCE SENIOR ART DIRECTOR
DIGITAS**

Contracted after layoffs in 2001. Clients included American Express, Barnes & Noble, Diageo, WWF, Aveda, Captain Morgans, The NY Times.

02.03 – 05.03

**FREELANCE ART DIRECTOR
THE SLOAN GROUP**

Contracted for banner campaigns for The MGM Grand, and Sony Interactive.

06.02 – 12.02

**FREELANCE ART DIRECTOR
JACK MORTON**

Contracted for Sports Illustrated and the International Olympic Committee.

11.99 – 10.02

**FULL-TIME ART DIRECTOR
DIGITAS**

Held lead & support positions in preliminary, implementation, & conclusive stages of complex web-builds. Created concepts and designs for online, print & direct-mail campaigns.

Produced custom interfaces/interactive videos to address various client needs. Lead team of designers, animators, editors, programmers & copywriters to find solutions for problems which common mediums could not facilitate.

CLIENT LIST BY INDUSTRY

AUTOMOTIVE & TRANSPORTATION

Alamo
Chevron
Delta
GMC
Ford
Honda
Mercedes-Benz
Toyota

BEAUTY & FASHION

Aveda
Neutrogena
Saks Fifth Avenue
Simple

CONSUMER/RETAIL

AOL

Barnes & Noble
Dr. Scholl’s
Gain
Gerber
Lactaid
Rockaway Bedding
The Source

CONSUMER ELECTRONICS

Dell
HP
Sony

FINANCIAL SERVICES

American Express
Citibank
MasterCard

EDUCATION

Teach for America

FOOD & BEVERAGE

Crown Royale
Captain Morgans
Diner’s Group
Johnny Walker

GOVERNMENT

NYCEEC
The US Marines

HEALTHCARE/PHARMA

Alcon
Asthma Awareness
AstraZeneca
Bayer
Chantix
Delta Dental
Humana
HPV Awareness
Merck
NicodermCQ
OneTouch
Pfizer
Sandoz
Singular
Tena
Tobi
Verquvo
Viagra
Xiidra

MEDIA & ENTERTAINMENT

Beyonce’
The New York Times
NJ.com
Sony Entertainment
World Wrestling Entertainment

NON-PROFIT

Vision Flourish

REAL ESTATE

Century 21
Re/Max

SPORTS

International Olympic Committee
MLB
Sports Illustrated

TECHNOLOGY

Dell
HP

TOURISM & DESTINATIONS

Sheraton
Starwood
SPG
St. Regis
W Hotels

SKILLS

TECHNICAL

Adobe Creative Suite : Expert lvl
Figma : Proficient
Premiere/Final Cut Pro : Working Knowledge

A.I.

Sora, ChatGPT, Midjourney, Runway

CRITICAL

Client Relations & Management
Creative & Cultural Trends Awareness
Creative Mentoring & Management
Interdepartmental Liaison
Technology Evolution Awareness
Strategy/Solutions