






INFORMATION

-  Texas, USA.
-  [upon request]
-  [linkedin.com/in/anavarrocruz](https://www.linkedin.com/in/anavarrocruz)
-  armandonavarrocruz@gmail.com
-  armandonavarro.com

TOOLS & PLATFORMS

- Adobe Creative Cloud (Suite)
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD (UX)
- Figma / Sketch
- Invision / Zeplin
- Adobe Dreamweaver
- Adobe Premiere Pro
- Adobe Audition
- Adobe Media Encoder
- Adobe After Effects
- Adobe Animate CC
- Adobe Acrobat DC
- Visual Code
- Autodesk Maya
- Blender 3D
- Google Campaign Manager (GCM)
- Google Studio
- Google Suite
- Google Web Design (GWD)
- Microsoft Office / Office 365
- Sizmek AD Server
- WordPress (CMS)
- E-Commerce
- Advance Custom Post Types

Armando Navarro

Designer with over 10 years of experience.

Through my career, I have thrived in creating long-standing collaborative partnerships built on honesty and purpose within the fields of arts, culture, and commerce. I have worked on developing an online presence, guidance in HTML, CSS rich media development in digital advertising, including landing pages, video editing, 3D Animation, and UX design. I believe in a life where work and play are entwined to achieve your goals.

EXPERIENCE

2018 – 2020 | MULTIVIEW, INC.

Art Director / Creative Specialist / Technical Team Lead

- Art Director in various tasks, including: Quality Assurance (QA) UX Mobile, front end and back end development, also utilized Google Campaign Manager (GCM) Advertiser, Dynamic ads development, Sizmek Ad Server, and video editing for social/video and programmatic campaigns.
- HTML5 front end and back end development for mobile responsive landing pages and websites.
- HTML5 for Rich Media and Dynamic Ads, Digital Marketing, Google Ads.
- Help on business transactions Business-to-Business (B2B) for company standard procedures, programmatic campaigns, and buildouts.

2015 – 2017 | ECONO PUERTO RICO

Graphic Designer / Video Editor

- UX mobile design front end development of EconoMiApp and EconoToGo mobile apps for online grocery shopping, discounts, coupons, among other assets.
- Created strategic content and other initiatives for VNR'S and company presentations, TV spots for brand awareness and retail. Including holidays specials, seasonal promotional campaigns, and other Econo initiatives.
- Use of Adobe InDesign for the development of Econo supermarket's shopper. Developed a system for shopper automation which I programmed using, HTML5, CSS3, JavaScript, XML for automation and other applications.
- Designed ads for the Econo brand, including shelf-talkers, shoppers, posters, stationery, company awareness, presentations, standard procedures guides, designed for retail stores, human resources, and digital/print for promotional and internal use.

SKILLS

- Art & Creative Direction
- Editorial Illustration
- Print & Collateral
- Digital and Media Content
- Digital Marketing
- Google Ads
- Iconography
- Packaging
- 3D Modeling and Visual effects
- Video Production
- Type Design
- Applications Design & Dev
- XML/CSS3/HTML5/PHP

EDUCATION

2006 – 2009

The Art Institute of Fort Lauderdale

B.S. Media Arts and Animation

- Managed design content for social media. Rebrand the look and feel of the company brand identity, this included promotional campaigns such as: Econo Visa, Econo Gift Card, work on promotional content for radio, television commercials, among others.

2013 – 2015 | PARADIGM ASSOCIATES AGENCY

Art Director / Creative Specialist

- Use of HTML5 to design promotional animated billboards and ads for movie production studios and Caribbean Cinemas theater market in Puerto Rico and the Virgin Islands. Including outdoor billboards, domestic and international content for digital ads.
- Use of Adobe Creative Cloud to design movie listing, newspaper, and other print media.
- Video Production, Visual Effects, and Graphic Designer for various corporate and retail brands business for Paradigm and its clients.
- Designed, promote, develop, and edit content creative video compositions for TV advertisements, corporate brands, and graphic design for various clients including Shell Petroleum, Pennzoil.
- Edited video trailers for the movie theater market in Puerto Rico, the Virgin Islands, Dominican Republic, and Latin America for movie studios production companies such as Paramount, Lionsgate, Summit, Relativity Media, Warner Brothers, 20th Century Fox, among others.

2009 – 2018 | FREELANCE DESIGNER

Art Director / Graphic Designer / Video Editor / Web Designer

- Production assistant in various local and national television programs in PR. Including a tourism TV show for Telemundo called “Nos Vamos de Paseo”. Created radio and TV spots for the TV program and their clients.
- Designed and rebrand the look and feel for corporate clients for different agencies among other tasks. Including infographics, brochures, logo designs, stationery, promotional ads, among others.
- Developed video content direct to agencies for institutional and retail industry, including live events, and help produced direct content to DVD and Blu-Ray for physical sales and promotional web content.
- Designed print covers for various initiatives in the music industry and programming content, including visual effects content for video and film.