

# Edward Gutierrez

designer@EdwardGutierrez.com

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## Visionary Creative Director

Creative director, design project manager, product developer, user experience (UX) designer, with over 15 years of professional experience in graphic design, photography, illustration, typography, interactive and web design.

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## Professional Skills

Efficient project manager and coordinator of in-house creative teams with outsourced contractors

Intuitive predictor of future social trends with instinctive understanding of market direction

Creative collaborator of unconventional ideas and cutting-edge designs

Effective designer of user experience, workflows, information architecture, taking into account usability and social demographic targeting

Experienced director of web designs, taking into account technical limitations, database integration, user experience, dynamic elements and a thorough understanding of HTML and CSS

Dynamic art director in print, corporate branding, small to large-scale marketing campaigns, web design, interactive design, mobile application design, exposition graphics and publications

Professional expert in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat) HTML (including HTML5), CSS (versions 2 and 3), MS Office, Windows, Mac OS and preflighting for offset press, digital, spot color, 4 color printing and more

Powerful public speaker, communicator, copywriter and professional client-facing contact

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## Work Experience and Accomplishments

3/2006 – Present

**Art Director** • BDS Marketing, Inc., Irvine, CA

- Finalist for the American Business Award “Stevie” for Best Marketing Team in 2008 (Sam’s Club National Training) and for Best Marketing Campaign in 2008 (Revolutionizing Retail for **bds mktg**)
- Designed a cutting-edge marketing campaign for the 2007 CES tradeshow that resulted in contracts with Microsoft, Sony, Canon and Time Warner Cable
- Streamlined the creative department’s procedures including development of an iterative creative process and implementation of the AGILE software development process for web-based projects
- Directed the creation of mobile game and online learning platforms to extend company’s training services beyond conventional in-person training

- Redesigned the company's brand perception successfully generating industry buzz, helping it to stand apart from competitors by shifting the company's perceived culture from a big marketing company to a small consultative model
- Directed the redesign of the company's three websites for search engine optimization and for target demographic usability increasing client lead generation by 60% over the course of the following year

2/2003 – 7/2005

### **Creative Director** • Skyhound Internet, Long Beach, CA

- Redesigned visual presentation of a major monthly subscription, content-driven website resulting in a 35% rise in new subscriptions and renewals
- Redesigned and created several small business websites including South Coast Publishing, FOLBA.org, The Jones Company, Turret House and others
- Streamlined the design process, clarified client communication channels and pushed the business into new advertising methods resulting in a doubling of clientele

3/2000 – 5/2002

### **Web Designer** • Kore Partners, Newport Beach, CA

- Managed the creation of PlanetHotWheels.com for the Mattel toy company including direction of their internal art team, adhering to COPPA compliance laws, technological limitations and marketing campaign integration
- Led the design team in the creation of an intranet and website for MyPotential.com including the creation of an internal-use, browser-based content creation tool
- Led the integration of usability workflows and interactive design into company's website development process, assuring websites were intuitive and effectively designed
- Designed the corporate identity and branding for six different start up "dot com" companies and integrated their new looks into their websites

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## **Education**

5/2000

**Bachelor of Fine Arts** (BFA) in Art/Graphic Design • California State University Fullerton

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## **Online Portfolio**

A sample of projects can be seen at <http://www.EdwardGutierrez.com>