

Experience

Independent Design Director

06.2010–Current; San Francisco, USA

Design Director specialized in branding and corporate identity. Major clients and studios who have used my services include Google, HP, IDEO, Interbrand, Landor, UCLA, Y&R and Visa.

Academy of Art University

01.2011–12.2014; San Francisco, USA

MFA Instructor/Advisor, allowing students to visually and verbally understand branding as it relates to diverse businesses, through research and the creation of identity programs.

Landor Associates

01.2008–06.2010; San Francisco, USA

Design Director specialized in branding and corporate identity. Worked with designers, writers, strategists and project managers through all phases of the creative process including brainstorming, design development and refinement, presentations, identity guidelines creation, art direction and production. Clients included Barclays, Broadview Security, Encore Careers, Hilton, Jones Lang LaSalle, San Diego Zoo, WM.

Landor Associates

01.2001–01.2008; San Francisco, USA

Designer/Senior Designer specialized in branding and corporate identity. Clients included AMD, Barclays, Boeing, Brocade, Covisint, GS, HP, KumhoAsiana, LG, Microsoft, P&G, PeoplePC, Sears, United, Visa.

Internship

Landor Associates

06.1999–11.2000; San Francisco, USA

Design intern for their corporate identity department. Interacted with design and production teams to develop presentations and artwork for various clients, translating preliminary design sketches into electronic art form and constructing final comps. Used applications such as Illustrator, InDesign, Photoshop, QuarkXpress, Freehand, Office.

Awards

AIGA, Brand New, American Corporate Identity, Clio, Communication Arts, Critique, D&AD, Dutch Design Week, Dynamic Logo, Graphis, Identityworks, Relogo, WPPED Cream Awards.

Education

Academy of Art University

1996–2000; San Francisco, USA

BFA in Graphic Design.

Universidad de Palermo

1994–1995; Buenos Aires, Argentina

Major in Advertising.

Languages

Spanish, English, Italian, Portuguese.