

DANTE CERVANTES

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EXPERIENCE

SENSIS / ORCI / SELECTWORLD

FREELANCE ART DIRECTOR - 2015-2017

WORK CLOSELY WITH SENIOR COPYWRITER/ACD/GROUP CD TO DELIVER DESIGN AND ART DIRECTION FOR DIGITAL AS WELL AS TRADITIONAL ADVERTISING MEDIA. THESE INCLUDE, LANDING PAGES, WEBSITES, STANDARD & RICH MEDIA BANNERS, MOBILE ADS, TWEETS, FACEBOOK UPDATES, APPS, PRINT, OUTDOOR, POS, COLLATERAL, TV AND GUERRILLA TACTICS, BRANDING, PACKAGING,

NBCUNIVERSAL - NBC UNIVERSO / MUN2

ART DIRECTOR, OFF AIR CREATIVE - 2013-2015

OVERSAW AND PROVIDED CREATIVE DIRECTION FOR ALL OFF AIR DESIGNS. MAINTAINED QUALITY OF DESIGN AND CREATIVE OUTPUT FOR A TEAM OF DESIGNERS. COLLABORATED IN CONCEPTING ACROSS MULTIPLE PLATFORMS INCLUDING OFF AIR, ON AIR, AND ONLINE.

SENIOR GRAPHIC DESIGNER - 2007-2013

CONCEPT AND DESIGN PRINT ASSETS FOR CONSUMER AND TRADE ADVERTISING FOR ALL MUN/NBC UNIVERSO PROPERTIES AND ACQUISITIONS.

RECOGNITIONS

WINNER 2014 PROMAXDBA - GOLD

DRAMATIC SPOT: LA PATRONA IMAGE SPOT (CONCEPT)

WINNER 2014 PROMAXDBA - BRONZE

PHOTOGRAPHY FOR PRINT: COMBATE AMERICAS -MUN2

2012 PROMAXDBA - NOMINEE

LOGO DESIGN: I LOVE JENNI

SKILLS

ADOBE PHOTOSHOP; ADOBE ILLUSTRATOR;
ADOBE INDESIGN; BILINGUAL-SPANISH

EDUCATION

ART CENTER COLLEGE OF DESIGN
BFA IN ADVERTISING