

## ENRIQUE ARENAS I.D.

### Art Director / Senior Designer

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1490 S. Club Dr.  
Wellington, FL 33414  
1(786) 290.1088

design@enriquearenas.com  
www.enriquearenas.com

### SUMMARY

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I have a holistic understanding of the design disciplines, its importance with business and other sectors within the organizations. As liaison between technical and creative departments.

Award-winning Graphic Designer, Programmer & Professional Photographer. With more than 10 years of experience in the field, mainly focusing in the creative direction and its implementation, new strategies to attract more clients and maintain the existing ones.

Expert in digital design and new media, also corporate identity guru, With more than 200 successful projects in the last years.

### SKILLS

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**Expert** in Photoshop, Lightroom, Illustrator, Fireworks, Dreamweaver, InDesign CC.

**Experienced** with HTML, CSS, JavaScript. Strong troubleshooting skills, familiar with cross-browser and cross-platform issues, comfortable with Mac or PC.

**Other** Premiere, After Effects, Cinema 4D, Online Marketing, Search Engine Optimization and Analytics.

### EDUCATION

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**Pontifical Xavierian University**  
(Bogotá / Colombia)  
Industrial Designer (Bachelor of Arts, BA)

**Curtin University**  
Digital Branding and Engagement Certification

**Human Design:** Industrial Design  
(Boston, USA)  
Harvard Design School - Lecture  
Marco Steinberg

“Elegance is not the abundance of simplicity. It is the absence of complexity.”

### HONORS & AWARDS

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**AIVA The Academy of Interactive & Visual Arts**  
Recognition 2015 “Best in Show” 2015

**Best Urban Shoot**  
Nominee 2013 See Me / Magazine  
(MoMA) Exhibition November 2013

**W3 Awards - 2013**  
Recognizing the Power or Creativity  
November 2013

**The Communicator Awards**  
Best in Show “Recognition 2012 18th  
Communicators Awards 2012

**Davey Awards** Best Judge  
Recognition 2011 “Best in Show” 2011

### OTHERS

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**TED Ideas Worth Spreading**  
Member since 2008

**International Academy of the Visual Arts**  
Judge and Member since 2006

## EXPERIENCE

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### **Art Director / Senior Designer** **Creative Department**

Webpower Inc. - Webdesign and Internet Services Company  
December 2007 – Present

- Definition of the design and the communications strategy based on Market research, trends and creative concepts for the different campaigns.
- Creation and development of concepts for new campaigns resulting in innovative communications pieces, applications and components.
- “Hands on” Role leading and coordinating the in-house development of the projects, graphics, videos, web design & programming.
- Leader of the creative department, supervisor of junior designers, programmers and the account executives.

### **Art Director / Designer**

Advanced Website Designs, inc.: Web Design Company  
January 2005 - July 2007

- Met the clients to determine needs and the strategies of the projects
- Creation and definition of corporate web sites, portals and large-scale web applications.
- Developed and designed new web interfaces, layouts and site graphics, HTML programming, CSS, Java Script and Flash.
- Responsible for quality assurance of the projects

### **CEO and Founder**

MKM Media Group Inc. - Internet and Multimedia Developers  
July 2000 – November 2004

- Responsible for the design of client projects right from conceptualization stage to its implementation.
- Planning strategies for the acquisition of new clients.
- Web Hosting maintenance, Graphic Design, Industrial Design & Web Development.

## PORTFOLIO

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- viperpro.net
- scopevisioncare.com
- ahieducation.com
- eyebix.com
- qualonline.com
- dyannarosemary.com
- monicasantamaria.net
- beycarherramientas.com
- floridacoastalwindows.com
- gammaledvision.com
- aliancescom.com
- localbix.com
- centraltirecorp.com
- jardinhappylittlepeople.com
- rightwaycms.com
- arleytherapy.com
- proshellconstruction.com
- comgroupcolombia.com
- catalinaruiz.net
- marianavallejo.com

## OTHER CLIENTS

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For the past 14 years I have had the fortune of working with several kinds of clients such as: Citi Bank, Celebrity Cruise Lines, JM Family, Deutsch Bank, Women’s Chamber of Commerce of Miami-Dade County, McCann-Erickson, Goodyear, Motorola, Hasbro, UNICEF, Ogilvy & Mather, J. Walter Thompson, and many more...