

**DAVID F. ACEVEDO**

Greetings:

I am an Art Director/Graphic Designer interested in exploring opportunities in your firm. Below you will find a brief description of my past experience and a link to my personal site. Here you will find videos, print, multimedia and web samples.

With my senior level of creative leadership and accomplishment, I believe I would be an excellent resource to your company. I'm known as a highly collaborative CD/AD, a strong graphic designer, brilliant problem solver, persuasive stand-up presenter and proven brand strategist. My past work experience in print, collateral design, direct, interactive, broadcast advertising and the knowledge of technical side of these can benefit your company.

I believe that a total focus on the work is my competitive advantage. I am known as a dedicated "hands-on" creative collaborator with a big heart, not a big ego.

I find that the best work comes from the most talented people - people whose talent is carefully nurtured and directed to match the requirements of the projects put before them. My approach is to find the fun in the work and to foster an atmosphere that's both playful, and at the same time, respectful of the realities of the profession. Through supportive yet decisive leadership, I give talented teams the confidence to take the kinds of creative risks that can lead to compelling executions. My leadership style is simple: Start with the fundamentals of clearly communicating expectations and objectives; Keep the group on the right path with careful criticism and praise... and watch the magic happen.

My work and experience have allowed me to service some great clients. I've won awards. I've built departments and agencies. I've helped people make money. What my creative book and resume won't tell you is how.

I can bring enormous creative energy, multi-disciplinary talents and capabilities to your agency. I have included with this letter some of my professional achievements for the past years and a copy of my resume.

Please feel free to review some of my recent work on my web site at: www.davidacevedo.net.
I may be contacted at the numbers below at your convenience.

Thank you for your consideration.

Sincerely,
David F. Acevedo

Qualifications

Creative, skilled multi-media designer with extensive experience in advertising. Background includes Graphic Design, 3D Animation and Flash designer positions, with expertise in designing campaigns for print, web design, video post production and interactive presentations. Fully bilingual, English and Spanish, written and spoken. Awarded a Masters in Fine Arts.

Accomplishments

- Commissioned by Sylvester Stallone and other Patron of the Arts to create a 3D walkthrough of a renovated Gusman Theater in Miami, Fl. This brought major awareness to the project and helped gather donations for the renovation completed in 2002.
- Winner of Best Brochure Design for 2004 & 2005 by American Paper Company.
- Promoted to Art Director within 1 year of joining MDR Fitness Corporation.
- Implemented multi-media departments for R&A Advertising and Golf Puerto Rico newspaper.
- Awarded first place in Y-100 logo competition, Miami Fl.
- Taught Adobe Photoshop and Pagemaker at Barry University in Miami, Fl. during summer session.

Professional experience

Design Director

Paradigm Associates | San Juan, Puerto Rico (2003 - present)

Experience: Implemented advertising campaigns for high-end real estate clients, creating brochures, inserts, logos and other marketing material. Implemented campaigns for Dreamworks SKG, Universal Pictures and Paramount Pictures among other clients. Design of websites, DVD's and interactive CD-Roms. Check all artwork, PDF's, negatives, color keys and mock-ups before going to press.

Freelance Art Director

Golf Puerto Rico newspaper | Hato Rey, Puerto Rico (2002 - 2003)

Experience: Re-design of newspaper to give it a modern, more appealing look. Also implemented the online version of the newspaper. While creating print ads for their clients.

Multi-Media Director

R&A Advertising | Hato Rey, Puerto Rico (2000 - 2002)

Experience: Implemented advertising campaigns for high-end clients, RCA, York, Benitez Auto GM, Koper furniture, Villa Music and "Mublerias Berrios" among others. Started web development and multi-media departments.

Graphic Designer

Mars Music Corp. | Miami, Florida (1998 - 2000)

Experience: Implemented advertisements, in-store displays and recording consultant for audio/video departments.

Graphic Designer

Ad Directions | Miami, Florida (May - August 1997)

Experience: Designed advertisements for Vanidades magazine, MTV Video Music Awards and Yellow Pages among other clients. Developed web marketing strategies including e-newsletters, banner ads and websites.

Art Director

MDR Fitness Corp. | Sunrise, Florida (1995 - 1997)

Experience: Designed in-house advertisements for print, product boxes, web design, 3D models and animations.

Edited The Challenge of Flight video series and national infomercials for MDR Fitness supplements.

Professional Education

Masters in Fine Arts

International Fine Arts College | Miami, Florida (May 2000)

Learned 3D modeling and animation techniques, texturing and compositing using Alias Maya software on Silicon Graphics and Windows NT workstations. Video post production on Apple's Final Cut Pro, DVD Studio, Adobe After Effects and Premiere.

Bachelors in Communications

St. Thomas University | Miami, Florida (May 1998)

Learned layout, photography, copywriting and oral presentations. Also took courses in basic programming, html and web design.

Associates in Fine Arts

International Fine Arts College | Miami, Florida (May 1996)

Among my experiences during my first years in college I won \$500 in the Y-100 logo competition and also participated in a renovation project for the Gusman Center for the Performing Arts funded by Sylvester Stallone. In this project we created a 3D walk-through of the renovated center for investors and charity patrons to see.

Extended Education and Certifications

National Association of Photoshop Professionals World Conference and Expo in Orlando, Florida (August 2004)

As a member of the National Association of Photoshop Professionals, I attending a conference to learn the latest up-to-date techniques from renowned experts in the field of photography, printing and graphic design.

Adobe Creative Suite Certification (2005 - present)

I am currently training to be an Adobe Certified Expert (ACE) in their Adobe Creative Suite software. This includes Adobe Photoshop, Illustrator, Indesign and Acrobat.

Printing Techniques, Monitor Calibration and PDF Encrypting (2000 - 2002)

Trained on monitor calibration, printing techniques and optimal PDF encryption by Hector Dones (Technical Art Director of the newspaper "El Nuevo Día"). "El Nuevo Día" is the biggest and most read newspaper in Puerto Rico.

Web Development Training (2000 - 2002)

Trained on web design techniques using Macromedia Dreamweaver MX, Fireworks MX and Flash MX software in various conferences and conventions. Continued studies include html, java, and action scripting.

Skills

Apple Mac OS X Panther, Tiger & Classic OS 9

Microsoft Windows XP Pro

Adobe Photoshop, Illustrator & Indesign CS

Quark Xpress

Microsoft Office

Setting up a LAN & Wifi-Network

Macromedia Freehand, Dreamweaver, Fireworks & Flash MX

Alias Maya

Adobe Premiere & After Effects

Apple Final Cut Pro, Motion, DVD Studio & Keynote

Swish Max

Adobe Acrobat & Distiller

For online samples of my work, please visit www.davidacevedo.net.

References available upon request.