

## 1 ABOUT ME

versatility

Experienced multi-disciplinary art director, illustrator and designer.

With 10 years of experience in the art field, most of my work has been fulfilling a variety of positions such as designer/creative director/concept artist for a multitude of media. Some of the type of work I do include design for digital marketing campaigns, web design, social media marketing, videogame design and ecommerce as well as traditional painting and sculpture.

My work includes but it's not limited to creating digital assets for large corporations, creative agencies and start-ups. Assets such as logo designs, page layouts, landing pages, e-commerce sites, marketing emails, apparel design, digital paintings, illustrations, character art, background art and branding.

Specialties: Proficient in Photoshop, Illustrator, InDesign, After Effects, InVision, Zeplin.

## 2 EXPERIENCE

agency & freelance experience

work experience:

**Nov 2016 - May 2019 • Interactive Designer**  
Wiley Global Education - <https://edservices.wiley.com/>  
(contractor) **Orlando, Florida**  
Higher Education Services and Solutions Provider

Concept Design, Graphic Design, Web Design, UX/UI

Lead Designer for Wiley's Premium Clients - Johns Hopkins, Sacred Heart University, George Mason.

Concept & Design for all Marketing Assets (brochures, newsletters, infographics, presentations, advertisements, email marketing, direct mailing, eblasts, print ads)

**Feb 2015 - Nov 2016 • Art Director & Graphic Design**  
Blupineapple Design LLC [www.blupineapple.com](http://www.blupineapple.com)  
**Miami, Florida**  
B2B Creative Design Agency. Branding & Web Design Specialty

Conceptualize creative solutions that effectively communicate the strategic intent for each tactic within the assigned products.

Delegate tasks to the 4 members of the design and illustration team and provide counsel on all aspects of the project.

Oversee Web Developers & Programmers to ensure the quality of the design

Supervise the assessment of all graphic materials in order to ensure the quality and accuracy in the design.

Oversee the efficient use of production project budgets.

Developed numerous BTL Marketing programs (brochures, newsletters, infographics, presentations, advertisements, email marketing, direct mailing, eblasts, print ads) and guaranteed that they exceeded the expectations of clients.

Client communication. Responsible for making presentations to client. Gathering Client Intel and making sure the project fits their needs.

Project Management. Effectively handle multiple assignments at one time. Up to 10 Projects with multiple deadlines.

Command respect of freelancers and designers and be able to effectively oversee their work.

UI/UX Design experience. Creation of UI for different projects. Effectively create User Interfaces and Systems that were friendly and attractive

Branding Experience: Strategize how brand is positioned in the market and research targeted consumers insights. Apply the research to provide direction, guidance and a clear strategy to ensure that brand is effectively supporting strategic objectives that make a difference to the bottom line.

Key projects:

Knock Knock Delivery Inc, [www.weknock.com](http://www.weknock.com) - UI/UX & Branding • IMMI Clothing: Branding, Marketing Strategies, Product Development, UI/UX

**2012-2013 • Samsung - Freelance Artist**  
Caricatures and Illustration  
**Venezuela**

Responsible for Illustrating & Caricaturing at several Samsung Promotional Events.

Designing Marketing Materials for several Promo events

**2008 - 2010 • Graphic Designer**  
FREELANCERS AGENCY S.A  
**Venezuela**

ATL & BTL Advertising Agency. Worked with major brands & national Ad Agency Partners

Thinking creatively to produce new ideas and concepts and developing interactive design.

Perform position of Liaison between J Walter Thompson Venezuela & Freelancers SA

illustrative skills with rough sketches and working on layouts ready for print.

Storyboard & Animation for several TV Ads key accounts: Schick, Colgate

**2016 • Concept Artist | Animator (Freelance)**  
**A King's Tale - Final Fantasy XV Video Game**  
Joe Rothenberg Animation - <http://joeroben.com/>  
**Austin, Texas**  
Animation Studio

Animation of Pixel Art Assets

Clean up and completion of Concept Assets (Creature Design)

Polish passes on up 12+ short animations

**Dec 2013 - Jan 2015 • Art Director**  
Webiotic Web Solutions - [www.webiotic.com](http://www.webiotic.com)  
**Miami, Florida**  
Web Design, App Design & Web Apps Agency

Concept creation of all graphic materials in order to ensure the quality and accuracy in the design.

Lead a team of 3 Graphic Designers and provide help and guidance so that all Art within a project would remain consistent

Project Management. Work on up to 15 different projects at the same time. While leading design and development team.

UI/UX Design experience. Creation of UI for different projects. Effectively create User Interfaces and systems that would meet client expectations and needs.

Testing and Q/A of all Websites, Web Applications and Mobile Apps.

Recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals.

Created 4+ design presentations and proposals a month for clients and account managers.

Key projects:  
• Hook and Tackle. [www.hookandtackle.com](http://www.hookandtackle.com) - Web Design  
• Michelle Lewin [www.michellelewin.com](http://www.michellelewin.com) - Web Design  
• SmartCruiser - Web Design, UI/UX  
• LaBellaMafia Clothing. [www.labellamafia.com](http://www.labellamafia.com) - Design & Marketing

**July 2012 - Dec 2013 • Design Teacher**  
Valencia Design Institute (IDV)  
**Venezuela**

Courses:

Photoshop & Illustrator

Illustration

Advanced Drawing

Sculpture

**2010 - 2012 • Freelance Artist - Art Direction**  
Ottavio Pizza Company  
**Venezuela**

Meet marketing objectives and strategies and adhere to tight deadlines

Create interface designs and visual hierarchy systems, establish the design language, and execute design direction, visual assets and presentation materials

Work with Sr. Creative Director to develop and streamline processes within the team when needed

Responsible for creating & testing marketing materials for the company.

## 3 EDUCATION & SKILLS

art school & design school

education:

**2015-2016 • Concept Art**  
Anthony Jones - Mentorship - Certificate  
**California, USA**

**2009-2012 • Illustration Design Associate**  
Valencia Design Institute (IDV)  
**Valencia, Venezuela**

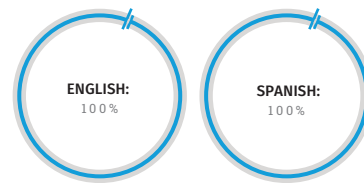
**2007-2009 • Contemporary Art Associate**  
Ateneo de Valencia (Art School)  
**Valencia, Venezuela**

**2004-2007 • Fine Arts Associate**  
Arturo Michelena Art School  
**Valencia, Venezuela**

skills:



languages:



## 4 PROJECT HIGHLIGHTS

ui/ux, web design, branding

**2019 • Nova Southeastern University**  
Concepting | Design | UI/UX | Marketing Assets  
<http://www.danbencomo.com/nsu/>

**2017 • JHU Carey Business School**  
Concepting | Design | UI/UX | Marketing Assets  
<http://www.danbencomo.com/#/jhu-carey-business-school/>

**2017 • George Mason University**  
Concepting | Design | UI/UX | Marketing Assets  
<https://landing.masononline.gmu.edu/mha>

**2017 • Johns Hopkins University**  
Concepting | Design | UI/UX | Marketing Assets  
<https://prerequisites.nursing.jhu.edu/>

**2016 • Final Fantasy A King's Tale**  
Animation | Concept Art | Pixel Art  
<https://finalfantasyxv.square-enix-games.com/en/kingstale/>

**2016-2017 • Immi Clothing**  
Art Direction | Design | UI/UX  
Branding | Product Development  
<http://www.immination.com/>

**2016 • Art Direction | Design | UI/UX | Branding**  
Knock Knock Delivery  
<http://www.weknock.com/>

**2015 • Art Direction**  
Hook & Tackle Sportswear  
<http://www.hookandtackle.com/>

**2014 • Art Direction**  
Michelle Lewin  
<http://www.michellelewin.com>