

skills

WEB DEVELOPMENT

JavaScript / JQuery
Actionscript
XHTML
HTML
PHP
CSS

ADOBE CS5

Dreamweaver
Photoshop
Illustrator
InDesign
Flash

MICROSOFT OFFICE

PowerPoint
Publisher
Outlook
Word
Excel

AUTOCAD 2009

Land Development
Architectural
Civil 3D
GOOGLE
SketchUp

experience

ART DIRECTOR

HCD INTERNATIONAL, LANHAM, MD :: 6/11 - PRESENT

- » Expanded the in-house design department to an externally facing design firm, referred to as the HCDI Creative Group.
- » Responsible for business development through networking events, direct marketing and customer follow-up.
- » Develop and maintain the HCDI brand and provide design strategy as it relates to the company's marketing strategy, business plan and organizational structure.
- » Design, develop and maintain the HCDI and HCG websites (www.hcdi.com and infusepersonality.com).
- » Develop design templates, identity manuals and web style guides for both HCDI and the HCDI Creative Group to ensure brand consistency.
- » Perform comprehensive analysis and research, focus group testing and UX for brand development, growth and consistency for government and private clients of varying sizes.
- » Responsible for writing proposals, developing work plans, identifying ODCs, monitoring staff hours, managing budgets, and all aspects of client relations.

SENIOR GRAPHIC / WEB DESIGNER

HCD INTERNATIONAL, LANHAM, MD :: 6/10 - 6/11

- » Managed all internal and external website projects.
- » Developed information architecture, wire frames and website designs.
- » Performed web development utilizing XHTML, CSS, JavaScript, JQuery, PHP, Actionscript and ASP.Net.
- » Performed cross-browser compatibility, 508 compliance and web maintenance.
- » Designed and developed marketing materials, brochures, reports, PowerPoint templates, logos, e-mail templates and web applications / intranet.

artist statement

I am a designer. This statement captures my creativity, passion and the diversity of my design experience. I have been successful working in every design industry, from architectural to web, because of an approach to design and client management that is grounded in one core characteristic, integrity. My integrity, as it relates to design, is best exhibited by the desire to give clients what they need, as opposed to simply what they want. I am a student of design thinking and constantly look for opportunities to utilize conventional design strategy to enhance unconventional ideas. Over the past 2 years I have simultaneously served as Art Director for a government contractor, Principal Designer for a design house, and Marketing Director for a local startup company. I am willing to work 24 hours a day if it means producing good work and enabling good ideas.



experience :: continued

DIRECTOR OF MARKETING / PARTIAL OWNER FIO PISCO, ARLINGTON, VA :: 3/11 - PRESENT

- » Responsible for establishing consistency throughout the brand and building brand recognition.
- » Design, develop and maintain brand, website, marketing materials, merchandise and product labeling.
- » Created marketing strategy that resulted in the placement of product in 45 locations throughout the DC area and yielded an even profit margin during it's first three quarters on the market.
- » Fio Pisco, established in January of 2012, is now recognized as the preferred Pisco of the Peruvian Embassy.
- » Developed social marketing campaign resulting in approximately 1500 twitter and Facebook followers.

SENIOR DESIGN TECH CLARK NEXSEN ARCHITECTURE & ENGINEERING, DC CAPITAL REGION :: 11/06-7/09

- » Produced site plans from topographic surveys, site layouts, grading plans, elevations, and sheet sets including: lease exhibits; zoning drawings; and construction drawings.
- » Executed autocad needs for the pcs, civil, transportation, interiors and architecture departments.
- » Mentored and trained all new hires and interns on autocad standards and practices.
- » Created photo simulations using photoshop to illustrate proposed equipment in existing conditions.

AUTOCAD SPECIALIST SYRACUSE HOUSING AUTHORITY, SYRACUSE, NY :: 9/01-10/06

- » Implemented and managed the 'Maintenance Special Projects' department, which restructured the Housing Authority by improving efficiency and implementing work flow improvement initiatives.
- » Compiled information from over 60 years of blueprints, as-builts and project addendums to create an accurate and up-to-date set of autocad files.
- » Designed /Developed binders for maintenance field staff consisting of utilities plans, apartment floor plans, site plans, elevations, HVAC maps, evacuation maps, etc.
- » Served as in-house designer on renovations, office layouts and site improvements.

PRINCIPAL DESIGNER JAWI.DESIGN, WASHINGTON, DC :: 1/01 - PRESENT

- » Responsible for business development, budgeting and all aspects of client management.
- » Provide creative direction and/or design and development for all contracts.

Clients Served

Washington Capitals (NHL) - DC

- » HTML, CSS and JavaScript coding for the "Caps Kids Club" website.

United States Holocaust Memorial Museum - DC

- » Website maintenance
- » Jaws application testing and implementation
- » Updated website to ensure 508 Compliance

Latin American Youth Center (Non-profit) - DC

- » Designed marketing materials for annual youth job fair from 2008-2010, including: Invitations; Flyers; Ride-On Bus posters; Signage.

Prince George's African American Museum & Cultural Center - Brentwood, MD

- » Designed marketing materials for exhibits
- » Designed logos for exhibits and museum programs

Schinovanderbilt.com (Fashion Blog)

- » Branding, blog design / development



references

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MEDIA AND PUBLIC PROGRAMS DIRECTOR

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SANTIAGO BEDOYA
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education

BOSTON UNIVERSITY
2008 - 2010

Graphic and Web Design / Development

SYRACUSE UNIVERSITY
1996 - 2001

Minor: Architecture, Major: African American Studies

