

ONLINE PORTFOLIOS:
www.pixelmediapr.com
www.pxpr.com/m3orange

WORKED IN PROJECTS
FOR CLIENTS SUCH AS:

Clients

Banco Popular de Puerto Rico
SunCom Wireless de Puerto Rico
Verizon / Superpagespr.com
Museo de Arte de Puerto Rico
Editorial de la UPR
Evertec, Inc. / Popular Inc.
Coors Light / V. Suárez & Co.
PRIDCO / Cingular PR / AARP
Doral Bank, NYC / IBM.COM / Budlight
Bell South / Manhattan Magazine
Stop&Shop / Jaguares / TVT Records
Abrahms Books / Lee Jeans PR

Agencies

Populicom (LIH) / Leo Burnett PR
Casa Grande Interactive, PR
OgilvyInteractive, NYC
Merkley Newman Harty, NYC
Zeff Design, NYC
Mediawire / Graf, Inc., PR

RESUME

EDUCATION

MFA, Graphic Design

School of Visual Arts, NYC

(Graduated in May 2000) Studied with professors Tibor Kalman, Steven Heller, Steven Guarnaccia, Peter Girardi, Paola Antonelli, Veronique Vienne, Stephen Doyle, and Bonnie Siegler.

**M.S., Graduate Visual Comm., Pratt Institute
NYC (First year, then transferred to SVA)**

Other related studies:

International Center of Photography, NYC (Photography) / United Digital Artists/UDA, NYC (Flash, HTML, etc.) / Film Video Arts, NYC (Film studies, digital editing.)

WORK

Pixelmedia, Inc. / Partner and Creative Director. (June 2004 - present) Interactive and design agency focusing on the integrated development of smart online strategies, web-based applications, information architecture, e-marketing and print design.

M3ORANGE.Design / Freelancing Designer. (May 2000-June 2004) Main clients: Populi / Lopito Ileana Howie, BPPR, Museo de Arte PR, Ogilvy Interactive, Merkley Newman Marty.

Reiner Design Consultants

New York City (Jun.- Aug. 99)
Graphic Designer in projects such as music CD packaging, music industry material, and books.

Museum of Modern Art

Exhibition Design and Production Dept.
New York City (Feb.- Apr. 99) Intern. Produced CAD drawings, scale models, artwork cutouts and other exhibition planning material for the "Un-Private House" exhibition. First intern ever

SKILLS

Extensive knowledge in interactive and design development/programming, information architecture, project management, and digital, online, video and press platforms/mediums.

- ▶ Extensive knowledge in the use of Adobe Photoshop, Illustrator, Dreamweaver, QuarkXPress, Macromedia Freehand, PageMaker, After Effects, Streamline, Premiere, and Microsoft Office.
- ▶ Some knowledge in the use of AutoCad, AVID and Media100 video editing, Sound Edit, and Adobe InDesign.

Masters of Architecture

Tulane University

New Orleans, LA (May 1996)
Dean's List / Thesis Commendation

Recipient of the 1996

I. William Sizeler Award / Tulane University
Award given "...to the outstanding design of a thesis project in the field of high-density, commercial and/or mixed-use architecture".

Extensive travel through numerous museums and art fairs visits, and architectural summer abroad studies in Barcelona and Paris (1995).

Young Collectors Group, Member

Museo de Arte de Puerto Rico

chosen to work with the Exhibition Design and Planning department at MoMA.

MediaWire Communications, Inc.

San Juan, Puerto Rico (May - Aug. 98)
Graphic Designer in projects such as logos, corporate letterheads, web design, etc. Art Director for two TV commercials.

Graf, Inc. (Design Studio)

San Juan, Puerto Rico (Mar.- Aug.97)
Graphic Designer in projects such as publications, and corporate identity.

School of Architecture

Polytechnic University of Puerto Rico

San Juan, Puerto Rico (Dec. - Feb. 97)
Assistant Professor in an introductory Architectural History course.

Sierra Cardona Ferrer

San Juan, Puerto Rico (June - Aug. 95)
Intern architect and interior designer.

Knowledge of High 8 video filming and editing, and some technical skill with 16mm flatbed editing.

Knowledge of mechanical and freehand drawing, model making, calligraphy, as well as other skills developed during architectural studies.

Strong writing and communication skills. Completely fluent in both Spanish and English, with some knowledge of French and Portuguese.