



Graphic+Digital Designer

EDUARDO BALL

I have been a graphic designer for the past 29 years, working on staff for commercial agencies, In-house Art Departments, as well as running my own small design firm. My abilities and experience are far-ranging. I have all the necessary skills to see a given project from a first idea through conceptual development and design to a final product.

CONTACT



The Woodlands, TX 77382



eballs@comcast.net



www.abouteball.com



+954 326 1276

LANGUAGES

SPANISH - NATIVE

ENGLISH

CREATIVE SKILLS

GRAPHIC DESIGN

PACKAGING DESIGN

SIGNS & LARGE FORMAT DESIGN

WEB DESIGN

DIGITAL DESIGN

PRESENTATION DESIGN

BRANDING & IDENTITY

LOGO DESIGN

MOTION GRAPHICS

ONLINE ADVERTISING

CATALOG DESIGN

PHOTOGRAPHY

PERSONAL PROFILE

As a Graphic + Digital Designer, my objective is to communicate ideas that inspire, inform, or captivate consumers using my skills and experience to design compelling and attractive pieces. I enjoy working on projects that involve a mix of graphic and digital design, animation and web creation. I am used to working both on my own and in teams for external clients and internal marketing departments, taking briefs for a wide variety of media work and have expertise with production for print and large format printing as well. My objectives are to produce quality work in a creative environment, and to push the boundaries of the design and delivery mediums.

EDUCATION

1987 - 1990 **ARTE FINAL INSTITUTE** - Caracas, Venezuela AA in Graphic Design

1990 - 1991 **ARS PUBLICIDAD** - Caracas, Venezuela Internship - Assistant to the Art Director

1991 - 1992 **PRODISEÑO** - Caracas, Venezuela Foundation Art & Design

WORK EXPERIENCE

2015 - 2020 **DUTY FREE AMERICAS** - Hollywood, FL [Creative Graphic Designer]
Conceptual development and design for Corporate Branding and Marketing Communications. Projects include produce graphic art and visual materials for promotions, advertisements, packaging and product development mock ups in 2D and 3D. Informative and instructional material for web and print for over a 200 duty free stores and international luxury brands boutiques like Coach, Emporio Armani, Montblanc, Thomas Pink, Michael Kors, Tommy Hilfiger and Victoria's Secret at major airports and border crossings worldwide. Wireframes and mockups creations for website, landing pages, email templates and email campaign development. Interactive media and video animations using Adobe Animate, After Effects and Premier to promote brands and products.

2015 - 2016 **FORT GROUP** - Sunrise, FL [Web & Graphic Designer]
Responsible for creation, management and direction of various projects including interactive design, websites, user interfaces and print, as well as internal collateral projects comprised of brochures and logos from initial concept to completion. Provide varied web services including consultation, domain registration, research and set-up of hosting, usability testing, design, content organization and editing, testing and site maintenance. Specializing in content management systems (CMS / WordPress) and Magento eCommerce. Designed web assets like graphics, icons and banners for multiple client websites. Designed and developed email templates for email marketing campaigns using HTML and CSS. Experience with email service providers such as MailChimp or Constant Contact.

