



## CONTACT



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## 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



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.

## 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

08/2021 - Present **FOURTH - Austin, TX** [Part-Time - Graphic/Digital Designer]

Document design work and facilitate hand-off to the development team. Work collaboratively with various teams to bring design projects from concept to completion. Work closely with Marketing, Sales and Brand Partnership teams to create campaigns, including contests, integrated content, and ad placements, from concept to completion. Collaborate with colleagues to develop innovative design ideas for graphics and web layouts. Translate concepts effectively against objectives and deliver on schedule.

01/2020 - 08/2021 **FREELANCE - The Woodlands, TX** [Graphic Designer]

Collaborate with various clients independently as graphic designer. Meet with client to determine marketing and design vision, scopes of work, budgets, and deliverable timeframes.

06/2015 - 01/2020 **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.

## SOFTWARE SKILLS

**Ps** PHOTOSHOP

**Ai** ILLUSTRATOR

**Id** INDESIGN

**Ae** AFTER EFFECT

**Pr** PREMIER

**Dw** DREAMWEAVER

**Fw** FIREWORKS

**Xd** XD

**A** ACROBAT

MS OFFICE

SKETCH

3DMAX

WORDPRESS

BOOTSTRAP

WOOCOMMERCE / MAGENTO / OPENCART

HTML

CSS

## HOBBIES



## WORK EXPERIENCE

**01/2015 - 12/2016 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.

**09/2009 - 01/2015 ADS DIGITAL STUDIO - Cooper City, FL** [Creative Director / Web & Graphic Designer]

Full responsibility for the day-to-day operations of running a small business including accounts payable/receivable, invoicing, budgeting, quotations, marketing, networking, client meetings, etc. Design, develop and maintain web sites including brochure-like sites, product databases, web-based applications and e-commerce solutions for a wide variety of clients, flash animation, product brand & strategy, user experience, interaction design, product management, digital creative, packaging design, printing and advertising.

**04/2004 - 09/2009 LADOVE - Miami Lakes, FL** [Senior Graphic & Packaging Designer]

Coordinate pre-production from conceptualization/design-print. Worked closely with management and account coordinators to produce product concepts/visuals and strategic ideas. Develop comprehensive marketing and promotional materials for the corporation and individual sales agents. Understanding and translating marketing, consumer and customer insights/research into new product, package, or concept improvements. Strong knowledge of Packaging Development including material selection and packaging design.

**02/2001 - 04/2004 USA LABS, INC - Coral Gables, FL** [Graphic & Packaging Designer]

Organized client campaigns, scheduled printing and pre-press and designed most projects and promotional materials for the corporation and individual sales agents. Create, design and develop new, or improve existing customer products and labels. Created packaging specifications and constructed mock-ups for client presentation.

**01/1995 - 02/2001 INGNEO PUBLICIDAD - Pto. La Cruz, Venezuela** [Owner / Graphic Designer]

Creatively directed, designed and organized all advertising and promotional campaigns for the agency clients from start to finish. Performed assignments effectively and agents. Designed and completed all support work for deadlines. Developed Web designs, brochures, catalogs, postcards, logos, annual reports and a variety of other collateral pieces. Directed photo shoots and completed other tasks as needed to complete projects. Managed full-time and part-time employees.

**01/1992 - 01/1995 SYS & PLOTTING - Caracas, Venezuela** [AutoCAD Drafter]

Assisted the company in converting drawings to AutoCAD format. CADD drafting and Design.