

Shalimar Luis

GRAPHIC DESIGNER SHALIMARLUIS@GMAIL.COM 201.921.3157 WWW.SHALIMARLUIS.NET

OBJECTIVE

I strive to bring my variety of skills and disciplines to the table. My experience freelancing has prepared me for almost any design related problem. I hope to bring my resourceful attitude that to a team or company, where we can mutually benefit and continue to grow.

EDUCATION

School of Visual Arts, New York. 2003-2007 Bachelor of Fine Art degree in Graphic Design.

North Bergen High School, North Bergen, NJ. 1999 - 2003

EXPERIENCE

The Vidal Partnership, New York. 3.07-6.09 Jr. Art Director

In my first year at TVP, I worked primarily on POS/POP projects. Which included heavy photo-shopping and attention to detail in terms of production. My responsibilities included stock photo searches and editing. Large scale retouching and photocompositions. Later in the year, I was given more conceptual projects, and spent time with copy writers and other art directors coming up with POP/POS campaigns for clients that included Heineken, Sprint, and Kraft. The second year, the demand for Point-of-Sale was declining, and the demand for digital advertising skyrocketed. I was placed on the digital team, and from there learned how to conceptualize and design web banners, web sites and landing pages for clients that included Tylenol, Zyrtec, Nissan, Oscar Mayer. Other responsibilities included working from briefs, organizing meetings, communicating with the production company, illustrating story boards, understanding branding and following guidelines.

Condé Nast Publications: Parade Magazine, New York. 4.06-6.07 Freelance Graphic Designer

Designed layouts and worked with templates in quark for the weekly publication.

Tony DeGregorio LLC, New York. 11.05-2.07 Freelance Graphic Designer

Working with Tony, a veteran of the advertising industry, I learned as much as I did in school. Started with simple work overflow, then graduated to doing mailers and brochures for his main client Greystone. Although I do not work for him full time any more, I occasionally help him with projects. Most recently a storyboard illustration project.

Showman Fabricators, New York. 7.04- 11.05 Assistant to the Graphics Foreman

At Showman I assisted the Graphic Foreman in prepping large format graphic for print and applications for news shows on MSNBC and trade shows for companies such as L'Oreal. My experience there has given me a great understanding of graphics application, designing and producing large format pieces, and how important attention to detail can be in terms of production.

SKILLS

Operating Systems: Mac OS X & Windows

Software: Adobe CS3/CS4; Photoshop, Illustrator, InDesign, Dreamweaver, Quark Express, Microsoft Office.

Graphic Design: Print, Editorial, Poster, Information, Identity, and Packaging Design, and Interactive.

Illustration: Digital and traditional illustration.

Language: Bilingual; Fluent in both English & Spanish

REFERENCES

Fabrizio Sanabria ACD, The Vidal Partnership O 646.356.6633 E fsanabria@vidalpartnership.com

Juan Pablo Dominguez ACD, The Vidal Partnership. O 646.356.6658 E jdominguez@vidalpartnership.com

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