



Carlos Andrade

Art Director | Illustrator | Senior Graphic Designer

I'm a conceptual thinker with a strong creative mind, always interested in learning about new platforms and creative possibilities to stay up-to-date on industry trends, best practices, and emerging technologies.

I have solid knowledge of marketing and design principles, and experience mentoring and guiding creative teams. I've got very good communication, interpersonal and presentation skills. I like to collaborate directly with clients and project teams; being able to understand client objectives and project strategy, is key to a great design.

Work Experience



GOAL SYSTEMS | Corporate Image Manager | 2018-Today

Spanish Software Development Company, Madrid, Spain. Requested for reinstatement and to organize the creative department. Improvement of the graphic impact of the company after a complete corporate image upgrade, both in networks and physically, better appearance of the tools with new UI/UX models and iconography and renovation of the commercial support material.



E11EVEN miami | Assistant Art Director | 2016-2017

Entertainment Company and restaurant, Miami, USA. Advertising campaigns on large-scale posters and even performance artists. Photography and layout for menus and advertising, weekly web newsletters. Frequent promo events, fast paced work.



GOAL SYSTEMS | Graphic Designer | 2007-2016

Spanish Software Development Company, Madrid, Spain. After a short time in the company a new corporate image was accepted and the creation of other graphic identity elements for the company's products, layout of commercial and product documents, website maintenance, corporate video, icons for the software and conceptual interface design. Booth design for trade fairs in the sector, advertising and merchandising.



D Factors | Graphic Artist, Co-Proprietor | 2006 - 2007

Graphic Design Company, Santa Rosa CA, USA. Focused mainly on Branding and Corporate Identities, large format banners and vehicle printing.



Family Life Magazine formerly "Parents Journal Magazine" | Graphic Designer | 2005 - 2006

Offices in Santa Rosa and Philo, CA, USA. The Magazine was distributed in Sonoma and Mendocino Counties, and the Bay Area. Custom logos and advertisement for customers, magazine cover design and pages layout; contacting customers directly for specific designs when needed.



Frank Zeek Elementary School | Muralist | 2005

One time Mural project for "Frank Zeek" Elementary School, Ukiah, CA USA. The project involved decorating one of the main hallways at the school, using their mascot as theme.



Ca Design | Graphic Artist, Owner | 2004 - 2005

Graphic Design and Silkscreen printing business, Ukiah CA, USA. Garment printing as an added element to Graphic Design, plus all the administration tasks related to owning the business.



Ukiah Daily Journal | Cartoonist | 2003 - 2004

Official City Newspaper, located in Ukiah, CA, USA. Weekly cartoon project done jointly with my job at the "Mendocino County Newspaper", and then with my own business "Ca Design." The cartoons were published on the weekly Spanish section of the Newspaper.



Mendocino Country Newspaper and "El SOL" | Graphic Designer | 2002 - 2004

Local Independent Newspapers Serving the Mendocino County, Ca, USA. Newspaper in English and Spanish respectively, in both I did general Layout tasks, advertisement design, filing, article writing and Photographing.



Minerva Comics | Manga Style Drawing Teacher | 2001 - 2001

Local Comic Book Editorial, Guadalajara, Mexico. Part time job introducing a small group to manga style illustration.



Freelance Designer | 2001 - 2002

Since shortly before graduating, Guadalajara, Mexico. Creation of logos, menus for restaurants and signage for different businesses.



Education & Professional Training



Bachelor of Creative Arts (Major on Visual Communication Design) | 1997 - 2001

UNIVERSIDAD DE GUADALAJARA - Centro Universitario de Arte Arquitectura y Diseño (CUAAD)



Among the most remarkable additional areas are the introduction to marketing, workshops on photography, composition, 2D animation, 3D modeling and other artistic techniques.



Languages

Spanish: Native	<div style="width: 100%; height: 10px; background-color: #8B4513;"></div>
English: Bilingual	<div style="width: 100%; height: 10px; background-color: #8B4513;"></div>
French: Basic	<div style="width: 20%; height: 10px; background-color: #8B4513;"></div>



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Skills Summary

Leadership | Project Management

I have overseen a small creative team, managing their tasks, mentoring them on everything involved. My daily work requires a lot of dialogue with different departments in order to correctly translate concepts into tangible imagery. I am in charge of the visual part, but in many projects I also manage the organization and conceptualization.

Illustration | Character design:

I have created characters from concept to final product for advertising campaigns, as part of a branding campaign and for board games. I have my own webcomics with well defined characters. I have also done illustrations for textbooks, and created the company's "mascot" for internal use and for occasional greetings.

UX-UI Design | Iconography

I have produced mockups for the software update on PC and its transition to web applications for mobile devices. I have designed and controlled the iconography of the software, from abstract concepts adapted to a minimalist style adapted to requirements of the different applications.

Photography | Printing media

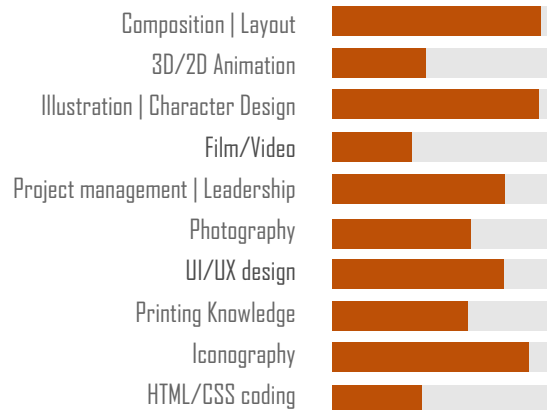
I apply my knowledge in photography to my compositions and also control photo manipulation to be adapted to different formats, both for web and large format printing. After having my own screen printing business and sharing a workspace with a print shop, I learned enough to understand the needs of most print media. This knowledge has helped me to streamline processes when using external print shops.

Web, HTML-CSS

I have come to create web pages from scratch, this knowledge has allowed me to know how web pages work from the inside out. I have the ability to look at code and identify basic elements. More recently I have updated myself with Bootstrap courses, although I am not a web programmer, I have the ability to talk about it without getting lost. I have built my personal website and run the company's website with Wordpress.

Film video | 2D 3D Animation

I have had the pleasure to have worked on projects in Flash (Animate) and After Effects, Power Point and with editing software such as Camtasia and Premiere. More briefly modeling with Maya 3D.




Software Knowledge:

I have full control of tools such as Photoshop for image editing, Corel Draw for all the vector graphics, Blender for 3D modeling, PowerPoint for presentations and simple videos and some After Effects, Word for daily documentation, and Publisher for commercial brochure layout.

On Windows and Mac, as well as being very proficient in Social Networking, Wordpress and Dreamweaver (basic HTML and CSS).

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