

Val d'Orito

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SENIOR ART DIRECTOR / FREELANCE

now | march 2007

PUBLICIS MODEM MEDIA / DIGITAS
PayPal, Amgen, Wells Fargo

GODFREY Q AND PARTNERS
Norton, Symantec, Absolute Software,
salesforce.com, Freescale

PUBLICIS & HAL RINEY
U.S. Cellular

SWIRL
PayPal

EVEO
BD (Becton, Dickinson and Company)

IRON CREATIVE
Metropolitan Medical Group, imbee.com

ART DIRECTOR

march 2007 | november 2006

SUGAR INC.

Oversaw all visual communication
(print and online) for the company
and its network of lifestyle websites
for women 18-35.

Created banners to promote new sites
as they launched.

Developed logos, collateral, and
interface graphics on an ongoing basis

SENIOR DESIGNER

august 2006

PUBLICIS & HAL RINEY

Clients: HP, Wellpoint, Beringer, Sprint PCS, Jamba Juice, Saturn

Helped develop One Voice, HP's worldwide standards for product advertising.
Directly supervised HP's Latin American market by reviewing locally-produced ads from Publicis Network
agencies, providing daily guidance on concept and design in both Spanish and English.

Built a new brand system for Anthem Blue Cross & Blue Shield, coauthoring a comprehensive 125-page
brand standards manual.

DESIGNER

april 2003 | december 1999

EDUCATION

RICE UNIVERSITY
BA in anthropology & fine art
May 1997

Rice/Baylor College of Medicine scholar
Herbert Allen Scholarship

SKILLS

Illustrator
Photoshop
InDesign
Flash (AS for animation)
Dreamweaver
Acrobat
Violin (yes, the instrument)

REFERENCES

Are glowing, numerous, and available upon request.