



curriculum  
vitae



alejandro pedroso

junior art director | graphic designer | web designer

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## about me

Alejandro Pedroso, born January 19th 1978, in Caracas, Venezuela\*.

An all-round designer, a visual communicator, the one who knows well the meaning of symbols, forms and colors and uses them to send out a message we can perceive through our eyes.

Nowadays there are so many ways to communicate, one must take advantage of these new-media, so I decided to focus myself on these exciting new ways of reaching out to other people, without leaving behind more traditional media, like print. Certainly we have to take into account that just a nice looking image is not enough, it must be supported by a solid marketing strategy, only then it reaches it's full potential. I can help you in positioning your product, service or brand.

This resume is my business card.

\*Important fact: I have european citizenship

## qualifications profile

Junior Art director with vast experience in webdesign, multimedia, 2D animation and print design. Experienced also in 3D modelling and basic 3D animation.

Used to working under pressure and meeting deadlines in a responsible manner. Interested in getting to know the latest trends and keeping up to date with new technologies. Curious and fast learner, always searching for new challenges. Great people skills and leadership qualities.

Always striving to achieve thought-through and creative concepts.

Actually working as webmaster at Mercantil Banco Universal, one of the 4 biggest financial groups of the country, for the Corporate Marketing department or "Mercadeo Institucional - Red Virtual".

## experience

Having worked for print shops, BTL agencies, new media agencies, IT consulting firms, freelancing and even a bank! I have learned some tricks of the trade.

### **Print design:**

Logos and corporate image, flyers, business cards, brochures, advertising, menus, posters, stickers.

### **Web & Multimedia:**

Flash animation(for web, CD-ROMs and TV), websites, presentations, invitations, GUIs.

**Software:** Photoshop, Illustrator, InDesign, Premier, Flash, Dreamweaver and 3D Studio Max.

**Programming:** XHTML, CSS, Javascript, Actionsript. Currently learning PHP/MySQL.

### **Others:**

T-shirt printing (silk screen), exhibition design(concept and 3D modelling), Renderings.

**Mercantil Banco Universal**, Caracas, Venezuela. - [www.bancomercantil.com](http://www.bancomercantil.com)

2007 - present day

**Diseñador Gráfico (Graphic Designer)**, Mercadeo Institucional - Red Virtual

Webmaster. Website development and mantainance (Banking and Insurance).

Highlights:

- Responsible for the rebranding project applied to internet. The corporation decided to update it's image and brand after 25 years. I was in charge of redesignig some of the group's sites (Mercantil Banco Universal, Mercantil Seguros, Mercantil Bank (Schweiz), Mercantil Bank (Curaçao))

**Neoris de Venezuela**, Caracas, Venezuela. - [www.neoris.com](http://www.neoris.com)

2006 - 2007

**Design Engineer**

Website development and mantainance (particularly Mercantil Banco Universal y Seguros). Banners. Mirco-sites development. GUI design in Flash and html.

Highlights:

- Development of Flash wizard
- GUI design for kiosk



**CVCorp Comunicaciones Integradas**, Caracas, Venezuela.  
(Currently MC Mercadeo - [www.mcmercadeoycomunicaciones.com](http://www.mcmercadeoycomunicaciones.com))  
2005 - 2006

### **Director de Arte (Art Director)**

Art direction and creation of BTL advertising. Work must meet tight deadlines. Client management. Flash presentations. Exhibition and stand design, rendering and animation in 3D.

Highlights:

- Agency's website development (formerly [www.cv-corp.com](http://www.cv-corp.com))
- My knowledge in 3D and exhibiton design made it possible for the agency to offer and sell these services.

**Edunet**, Caracas, Venezuela. - [www.learningshuttle.com](http://www.learningshuttle.com) (offline)  
2003 - 2005

### **Graphic Artist**

Concept, illustration and animation of characters, animals and objects for CD-ROM and internet-based software. Programming of several aspects of the software (in ActionScript). Interactive presentations. Development (as part of a team) of the website [www.kids2success.com](http://www.kids2success.com).

Highlights:

- Development of the science module's look & feel.
- I was part of the team that made the product's first demo, developing nearly 70% of it, including programming, illustration, animation and lipsynching). The demo sold effectively the project to Texas-based company Compass Learning ([www.compasslearning.com](http://www.compasslearning.com)).

**AS-3 Comunicaciones**, Caracas, Venezuela. - [www.as-3.com](http://www.as-3.com)  
2003

### **Diseñador Gráfico (por proyecto)**

Animation in Flash of graphics, titles and logos and other graphical elements, to be integrated into Director multimedia presentations. Banners, animated GIFs and Flash.

Highlights:

- Built a solid relationship thanks to my effectiveness and responsibility, which enabled me to still work for them as a Freelancer.

## Freelance

- TPS - Total Petroleum Services ([www.tps.com.ve](http://www.tps.com.ve))  
Website, brochure and backings
- Missile Clothing ([www.missileclothing.com](http://www.missileclothing.com))  
Website
- Rolling Publicidad ([www.rollingpublicidad.com](http://www.rollingpublicidad.com))  
Website
- Modusistema ([www.modusistema.com](http://www.modusistema.com))  
Flash presentation, Flash TV commercial
- Squalo Divers ([www.squalosub.com](http://www.squalosub.com))  
Website, corporate images, posters
- San Luis Country Club ([www.sanluiscc.com](http://www.sanluiscc.com))  
Website
- Casa Churrasco ([www.casachurrasco.com](http://www.casachurrasco.com))  
Website
- Candyven ([www.candyven.com](http://www.candyven.com))  
Flash animation (cartoon-like) "Candyaventuras"

## education

### College

#### **Analista in Grafica e Pubblicità / Junior Art Director**

grade 110/110. June 26, 2002

The International College of Arts And Sciences. Milan, Italia. 2001 – 2002

#### **Progettista Grafico / Visualizer**

grade 106/110. February 25, 2002

The International College of Arts And Sciences. Milan, Italia. 2000 – 2001

### Illustration

Instituto de Diseño de Caracas. Caracas, Venezuela. 1997 - 2000

### Courses

#### **Advanced Flash** (Actionscript)

Posa Studio Creativo. Caracas, Venezuela. December 9, 2007

### Languages

Spanish (mother tongue)

English

Italian