MARCELO D SANCHEZ

BRAND · UI · PRINT & DIGITAL DESIGN

EXPERTISE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe AfterEffects
- Sketch App
- Invision Studio
- Adobe XD
- Adobe Dreamweaver
- WordPress
- Autodesk Maya
- HTML/CSS Coding
- Powerpoint/Keynote

EDUCATION

BACHELOR OF FINE ARTS
Long Island University - CW POST
Brookville, New York
Major: Digital Art & Design | CGPA: 3.95

ASSOCIATES OF COMMERCIAL ART
Phi Theta Kappa National Honor Society
Nassau Community College
Garden City, New York
Major: Graphic Design | CGPA: 3.80

CONTACT

631.601.7933
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Deer Park, NY
Linkedin.com/in/designsofnyc

EXPERIENCE

ARTEK CREATIVE, INC. | FROM FEB 2019 - PRESENT
Art Director, Lead Brand Designer

Responsible for the company's rebrand, which included a new brand identity, website, portfolio and social media marketing. Clients range from MLB, NBA, ESPN, Pepsi, Adidas, Marvel, and various Esports Leagues.

BRANDING TOMORROW, LLC | FROM MAY 2018 - JAN 2019
Art Director, Lead Brand & Digital Designer

Responsible for all aspects of the company, from social media marketing to the brand direction of each client. Maintain the balance of remaining current within the culture as an artist, while staying true to solid visual principles as a designer. Focus on creative solutions that execute successful first impressions.

JUICYORANGE | FROM FEB 2018 - MAY 2018
Lead Brand & Visual Designer

Work directly with clients on branding/rebranding their company, which include the design of original logos, responsive icons, fonts, color palettes and brand style guides. Responsible for managing multiple high-end websites throughout all stages from ideation to delivery.

FREELANCE CONTRACTS & DESIGN | FROM 2011 - FEB 2018
Visual, Digital & Creative Designer

Experience with a wide-range of digital design from logos to print production. Branding/rebranding established companies. Obtained contracts with companies, such as Dunn & Co. at their Tampa, FL offices where I worked on a nationwide digital/print advertising project for the MLB & Majestic.

NEWSDAY MEDIA GROUP | FROM NOV 2016 - NOV 2017
Creative & Editorial Designer

Create original editorial designs for Newsday's Advertising Department. Design advertisements for national brands from concept to publication for a variety of annual and semi-annual magazines, as well as the newspaper.

GET PARTS ONLINE | FROM JUNE 2015 - NOV 2017
Senior Designer of Product Merchandising

Incorporate creative skills through all aspects of graphic design, product photography and product page layouts for the eCommerce sites. Oversee graphic designers who updated sites with new designs and product pages.

SIGNARAMA | FROM OCT 2013 - AUG 2014
Digital Designer

Design/redesign logos for brands and various complete corporate identities. Directly in contact with company executives/clients throughout each job.