

MARCELO DANIEL SANCHEZ

DESIGNER | DIRECTOR



EDUCATION

Bachelor of Fine Arts
Long Island University
CW Post Campus
Digital Art & Design
CPGA : 3.95

CONTACT

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DESIGNSOFNYC.COM

ONESHOT APP, INC.

1/20 - PRESENT

SOLE FOUNDER & HEAD OF CREATIVE

Creative founder of tech startup for a unique iPhone application. Fulfill all roles within the company from inception, such as incorporation, taxes, creating copy, branded design to attract the initial target audience, creative content for social and material for pitching investors. Designed the entire app, which included the initial concept, UI, UX, wireframing, and the interactive prototype.

ARTEK CREATIVE, INC.

1/19 - 1/20

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

5/18 - 1/19

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

2/18 - 5/18

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

NEWSDAY MEDIA GROUP

11/16 - 11/17

CREATIVE 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 daily newspaper.