

Rahsaan Uldaneta, M.F.A

Senior Graphic Designer / Art Director/ Creative Director

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Objective:

To work with a creative team that will utilize my skill and industry knowledge as a means to achieve company and personal goals. I am extremely resourceful, well organized, am not intimidated by tight deadlines and an expert at improving work-flow productivity.

Education:

Design Graphic - M.F.A

Miami International University
of Art and Design
Miami, FL. 2004 – 2006

Design Graphic - B.F.A

Western Carolina University
Cullowhee, NC. 1997-2000

Interactive Media - B.F.A

Miami International University
of Art and Design
Miami, FL. 2009 – 2012

Adobe Suite CC 2015



HTML, HTML5, Bootstrap,
Unbounce, WordPress, AS3

Achievements:

- Presidents List Award (4.0 Cumulative GPA)
- Dean's List (3.7 GPA)
- Editors Choice Award (2005, 2007) Poetry writing contest
- Southern Conference Indoor/Outdoor Track and Field Team Championship (1999-2000)
- National Honor Society Fraternity
- Attended WordCamp 2013 (WordPress Conference)

Work Experience:

Convert IT Internet Marketing 2015 (10 Months)

Art Director / Graphic Design Manager

Pembroke Pines, FL.

My task was to improve/create landing page layouts for law firms nationwide as a way to promote their practices. My responsibility was to improve all current web products look and feel ranging from:

- Landing Pages Design (33% sales increase after redesign)
- Client and Company Banner Development
- Company promotion development and design
- Work-flow modification improvements

Since employed at Convert IT Internet Marketing the production work flow I have devised has cut production time in more than half allowing the sales team to not only sell the product and rapid turnaround times.

Worldmedia Interactive 2010 – 2014

Senior Digital Artist

Miami/Fort Lauderdale Area, FL.

To create storyboards and animate rich media Flash and HTML5 banner advertisements for travel and leisure companies. Working closely with Creative Directors and Art Directors on the creation of upcoming and on going promotions. Responsibilities also included video production and editing, Interactive video using Flash and After Effects integration and online game concepts.

In addition to contributing to internal work-flow protocol and procedures in the utilization of Basecamp project management system as a way to assure timely promotion launch dates.

Clients included:

LAN Airlines - TAM Airlines - MSC Cruises - Air Canada - Aston Hotels - Melia - Paradisus - Yellow Pages

Implant Seminars 2008 – 2010

Creative Director

Miami/Fort Lauderdale Area, FL.

My task was to make Dental Implantology Educational seminars interesting and fun. Working closely with the CEO, and Marketing head in developing sales strategies, promotions, and campaigns to attract experienced dentist to learn dental implantology through an accredited accelerated course.

Responsibilities included:

- Managed budgets, creative deliverables and in-house and freelanced teams to lead all phases nationwide and international campaigns.

Representative clients include:

Nobel - Straumen - Astra, - 3i - Biohorizons - Camlog

- Lead teams in development, design, and production of sales driving, brand-extending, and cross channel campaigns including print ads, television ads, product launches, brochures, advertorials, websites, banner ads, billboards, logos, product packaging, and more.

Directed multimedia campaigns, which lead to strong business results, including:

- Product launches exceeding sales goals by 150% (\$14.5M growth)
- Re-branding initiatives elevating clients from #5 to #2 market share nationwide.
- Website redesign propelling traffic and e-commerce sales increases up to 18% and 25% respectively.
- Direct-mail and opt-in campaigns securing response rates of up to 15%

Cohen and Company Creative 2006 – 2007

Art Director

Hollywood, FL

My tasks included creating layouts and concepts that would help aid in the sale of homes for newly developed communities.

Responsibilities included :

Residential community Illustrations - Billboards Layout - Business Correspondence for sales offices
- E-mail graphics - Newspapers Advertisements - Magazine Advertisements - Photo Retouching

Clients include:

Tuscany Preserve at Lake Marion - Bellevue Ranch - Transeaster Homes - Cyprus Creek - Montecarlo
- Crosswinds Communities - The Preserve at Avery Lakes

Biological Arts Group 2005 - 2006

Creative Director

Miami/Fort Lauderdale Area, FL

My task was to design and develop educational veterinary training prototypes that would be mass produced and used at veterinary schools world wide. Working closely with Chinese manufactures with:

Pricing, Patent application, Prototype mock-ups (Illustrations and sculpture)

Additional tasks included:

- Drawings and diagrams for patent applications
- Research and development of existing products that can be improved.

Clients Include:

Schering-Plough - Banfield

Ocala Star Banner (New York Times Company) 2002 - 2003

Lead Designer

Ocala, FL

My task was to work closely with the Art Director, Publisher and Editor in creating and development (2) Weekly Publications “The Leader” and “The Reporter” Newspaper.

Responsibilities included:

- Managing a team of (30) designers and line ad writers
- Reporting weekly Ad to copy ratios to Publisher, Editor, Art Director for paper usage
- Design advertisements for local businesses
- To Layout Newspapers using company software Adspeed and Speed Planner