

Art Director / Designer
**CHRISTIAN
TORRES**

Education:

08/08–
05/12 **S.U.N.Y AT NEW PALTZ**
Bachelor of Fine Arts Degree in Graphic Design

Design Society — Vice President (2011) – President (2012)
Student Art Alliance — Representative (2010–2012)
SUNY New Paltz Rugby Club Social Chair (2010–2012)
Communication and Media Society Workshops (2010-2012)
Captain of SUNY New Paltz Swim Club (2010–2012)
Design Department Dean's List : Fall 2009 - Spring 2012

Experience:

09/19–
present **GRADIENT EXPERIENTIAL**
ART DIRECTOR (2 YEARS)

- during COVID-19 helped create and establish the livestream arm of the agency which led to bringing back our full team and expand our services and skill into virtual, hybrid, and digital projects
- manage the creative team, 7 multi-disciplinary designers, in creating detailed mock-ups, renders and production files for a variety of client projects and pitches
- worked directly with the executive team to establish the agencies brand identity, social look and feel, deck and pitch design. Redesigned the GRADIENT website and created branding and website for GRADIENT LIVE
- work directly with the creative director and strategy director to create pitch directions, coordinate brainstorm, and build out all projects
- worked with the executive creative director, creative director, and managing director to create a card game to help with inter-department synchronicity and used as a creative ideation training tool
- work with the wider team; accounts, strategy, and production, to coordinate timelines, production schedules, print deadlines and specs, freelancer coordination, and onsite quality assurance

08/14–
08/19 **THE WEBBY AWARDS**
ART DIRECTOR & DESIGNER (5 YEARS)

- worked with the team to establish internet trends we expect to see over the coming year and use those concepts to pull together the base idea behind the creative
- work with the C.D & E.P to find necessary creative partner to establish our theme based on medium
- use the initial creative to generate all graphic assets for our audience and partners
- coordinate on pricing deadlines, video production & resource management of the design department
- oversaw the yearly creative voice while maintaining our brand voice across all public channels

call me: (347)-320-1317
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06/12–
08/14 **LEGATO | DESIGNS**
FREELANCE GRAPHIC DESIGNER

GREENBIRD DESIGNS
FREELANCE GRAPHIC DESIGNER

THE PUBLIC SOCIETY
FREELANCE GRAPHIC DESIGNER

TERRAPIN STATIONERS
FREELANCE GRAPHIC DESIGNER

- learned from both inhouse and personal freelance experiences about the complexities and nuances of client-designer relationships, billing, and project management, and leadership roles
- coordinate with clients to create a concise deliverable timeline and an open channel to work together to bring the idea to fruition
- working with small businesses and start-ups to create their branding, advertising, websites & more
- allows experimentation and unique design techniques create the best solution for each project
- worked for in-house boutique design studios focused on range of specialties, from activism to a family focused printing business

Skills: Adobe Creative Suite, Adobe After Effects, Adobe Premiere, Adobe XD, Sketch, Google Suite, Asana & Harvest, Time/Project Management, Team Management, Pitch Design and Pitching, Livestream and Broadcast Production, Typography, Color Theory, Grid Structure, Layout Design, Web Design, UI/UX Design, Branding, Story Boarding, Bookbinding, Print-Making, Illustration, Package Design, Visual Identity Design, Multi-Team Coordination, Creative Ideation, Mock-ups, Deck Design, Print Coordination