



MARCO DE OBALDÍA

✉ marco@mdostudio.com

☎ 954.817.6769

📍 Royal Palm Beach, FL

QUALIFICATIONS

Creative art director, with a good eye for aesthetics and a proven track record of successfully leading projects, from concept to completion. Strong communicator, experienced at handling multiple projects simultaneously in a fast paced environment. Bringing forth strong leadership skills, and the creativity necessary to effectively oversee the design and development processes. Adept in overseeing all visual and marketing aspects of projects and offering solutions as needed in order to ensure brand integrity. Currently looking for a position where I can use my skills and experience to increase company growth.

SKILLS

- Adobe Photoshop / Illustrator / InDesign / XD / Sketch
- HTML5 / CSS3 / Bootstrap framework
- WordPress / Shopify / WooCommerce
- Prototyping interactive storyboards and wireframes using Balsamiq and Adobe XD
- Email campaign and automation creation and management in Constant Contact / SendInBlue / MailChimp / Klaviyo
- Some video editing and production using Adobe Premiere and iMovie
- U.S. citizen, fluent in Spanish and English

EXPERIENCE

ART DIRECTOR

GOOD GREEK FRANCHISES 2021 - 2023

- Oversaw all visual creative aspects of the company, from the design of truck wraps, to billboards, to TV commercials.
- Directed Senior Designer and Social Media Manager on a multitude of projects to ensure the integrity of the brand.
- Designed and developed several websites for different verticals, including Good Greek Realty, Good Greek Insurance and Good Greek Lending Group, amongst others.

WEB & GRAPHIC DESIGNER

RYZE AGENCY 2019 - 2021

- Interface designer for a variety of E-commerce websites using Shopify from wireframe to code. Focused on designing great user experiences with the goal to increase user interactions and sales.
- Design and implementation of automated email flows, emails campaigns and landing pages for multiple clients in a digital agency environment.

SENIOR UI DESIGNER / MARKETING MANAGER

SAND SOLUTIONS LIMITED 2017 - 2019

- In charge of all visual aspects related to web and graphic design including email campaigns, websites, web applications, as well as brochures, letterhead, trade-show displays and more.

SENIOR UI DESIGNER / WEB DEVELOPER

ACTIVE DATA TECHNOLOGIES 2010 - 2017

- Illustrated ideas using wireframes and prototypes in order to communicate clearly with clients, as well as our team.

EDUCATION

BACHELOR OF FINE ARTS IN DESIGN

THE UNIVERSITY OF TEXAS AT AUSTIN 1992-1996

ADDITIONAL EXPERIENCE, PORTFOLIO AND REFERENCES

Available upon request.