

Juan Cevallos

SENIOR ART DIRECTOR

Self-starting and highly experienced Art Director with a passion for driving brand identity, developing creative web solutions/designs, and spearheading both traditional and digital advertising/marketing campaigns. Dedicated leader with the ability to efficiently complete projects, offer insight into key projects, and provide a hands-on approach to continued development via training and mentoring. Excellent interpersonal skills with proficiencies in delivering dynamic presentations and conveying complex concepts. Exceptional problem-solving abilities with the capability to accurately assess the issue, analyze details, and develop strategic solutions. Highly organized with strong multitasking abilities and the capacity to thrive within a deadline-driven environment.

CORE COMPETENCIES

- Creative Direction
- Concept Development
- Research/Data Analysis
- UI/UX Design
- Time Management
- Project Management
- Campaign Development
- Community Engagement
- Spanish/English

TECHNICAL PROFICIENCIES

Platforms:

- Windows
- Mac OS X

Software:

- Adobe Creative Suite (Ai, Ps, Id, Ae)
- MS Office Suite

PROFESSIONAL EXPERIENCE

Wow MKTG – Coral Gables, FL

2017 – Present

Senior Art Director

Promote a wide variety of medical programs within the community by conceptualizing and developing engaging graphic proposals that offer insight into key program benefits and services. Establish innovative campaigns from the ground up, support peers in meeting deadlines, and deliver final arts by thoroughly reviewing work, building a consistent look/feel for each project, offering recommendations to colleagues, and providing hands-on mentoring/training. Facilitate high-quality performance by providing training and artistic direction to new staff.

Key Accomplishments:

- Provided complete design overhauls for multiple notable healthcare organizations and their campaigns, including Sylvester Comprehensive Cancer, Uhealth, and Sport Medicine.
- Achieved the "Telly Award" (2018 – 2020) and the "Aster Award" (2018 – 2020) for developing and implementing innovative health & wellness campaigns.
- Directed graphic projects for various corporations, such as Budweiser, Maserati, MMM, Miami Film Festival, and Health Sun.

Impulso, Loyalty & Incentive Agency – Guayaquil, Ecuador

2011 – 2017

Creative Director, Loyalty Program

Strategically developed loyalty reward plan campaigns for various regional companies by assessing performance, identifying opportunities to cut costs, and creatively implementing the programs. Generated leads by conducting market research/segmentation and developing positioning strategies and branding.

Key Accomplishments:

- Significantly boosted client loyalty by conceptualizing and producing an in-house software, establishing self as the ideal tool to manage metrics.
- Founded a loyalty and incentive agency, enabling companies to reduce turnover and recognize talent, by closely collaborating with a partner to cultivate a consumer behavior-focused environment.
- Provided services to multinational accounts, including Unilever and Whirlpool.



PROFESSIONAL EXPERIENCE

Etorres Publicidad – Guayaquil, Ecuador
*Associate Creative Director**2007 – 2011*

Generated business among small, local brands by showcasing the benefits of utilizing traditional advertising to enhance branding, public presence, and sales. Led campaign development from scratch, including multiple TV commercials, by directly managing designers, copywriters, and studio artists across concept development and rebranding initiatives for both new and established brands. Promoted high-quality results by hiring staff and coordinating teams based on assigned brands and individual strengths.

Key Accomplishments:

- Exponentially increased sales for a brand with 7M+ active consumers by generating reminders and exposure via the production of multiple TV commercials, leading to the withdraw of the commercials due to the entire inventory being sold.
- Awarded bronze in Billboard Advertising in the local Cóndor Gold Festival (2008) due to developing exceptional, engaging marketing materials.

Ogilvy & Mather – Guayaquil, Ecuador
*Design & Art Director**2004 – 2007*

Boosted client bases for large-scale accounts such as LG Mobile, American Express, and Mazda, by supervising final arts for the first time and focusing on the creative side of campaign concepts, including connecting key ideas.

BBDO – Guayaquil, Ecuador
*Graphic Designer**2002 – 2004*

Developed from Studio Art Junior (mockups and presentations) to Graphic Designer for multi-million-dollar corporations (Pepsi, Gatorade, Frito Lay, and Cerveza Club) by spearheading designs from concept to completion.

EDUCATION

BA – Communications, Graphic & Art Design*Escuela Superior Politécnica del Litoral – Guayaquil, Ecuador****Graduate's Degree – Advertising Copywriting, minor in Creative Writing****Brother Creative School – Guayaquil, Ecuador/Buenos Aires, Argentina****Graduate's Degree – Script Writing & Short Film, TV & Theater****Guayaquil Film & Screenwriting School – Guayaquil, Ecuador*