

IGRAPHI

RESUME: VLADIMIR HERRERA

PORTFOLIO

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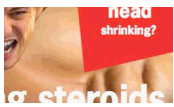
(866) 289-0308

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OFFICE

715 Gresham PL NW
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Summary

Highly creative, award-winning interactive creative director with over 15 years of experience conceiving and implementing communications and design solutions. Excellent team player, self-starter, able to multi-task and work efficiently under demanding deadlines. I specialized in designing products and developing brands using multiple mediums to effectively engage target audiences with each client's message or product.

My services include: Web design and development, strategic brainstorming, brand and identity, creative brief development, campaign development, creative execution, print management (for offset printing, digital printing or photocopy), composition, color, light, motion, and typography. I can create, produce and develop marketing, promotional, and educational materials in any format: digital, video, and print.

Skills

Expert in the following technologies: Illustrator, Photoshop, InDesign, Flash, DreamWeaver, Director, AfterEffects, Acrobat, and MS Office among others. I have an intimate knowledge of web standards, usability, 508 accessibility and universal design, XML, XHTML, JavaScript, PHP, CSS, WYSIWYG layout tools, open source CMS configuration and installation on Drupal and Wodpres.

Experience

CREATIVE DIRECTOR | IGRAPHI | 02/1995—PRESENT

List of Clients:

Fenton Communications | 04/2010—Present

The World Bank | 03/2009—Present

Firmseek | 05/2007—09/2008

F5 Real Estate | 04/2007—07/2007

The Drug Free America Foundation | 07/2004—09/2002

Different View (Holland) | 06/1997—11/1997

The Panamanian Institute of Tourism | 02/1995—06/1995

MULTIMEDIA SPECIALIST | THE INTERNATIONAL MONETARY FUND | 06/2007—02/2009

MULTIMEDIA ART DIRECTOR | THE MEDIA NETWORK | 03/2006—05/2007

MULTIMEDIA ART DIRECTOR | BETAH ASSOCIATES | 02/2001—03/2006

MULTIMEDIA SENIOR DESIGNER | NASA HQ | 06/1999—02/2001

CREATIVE DIRECTOR | CONTRACT ADVERTISING | 11/1997—06/1999

ART DIRECTOR | THE VIRGINIAN-PILOT | 02/1995—06/1997

Education

ARCHITECTURAL DESIGN, UNIVERSITY OF PANAMA, PANAMA 1992

References

"Vladimir worked with my team on a project to represent complex technical information graphically. He was enthusiastic, responsive, and creative - definitely understood what we were trying to accomplish, and I liked the outcome."

— **Chris Miller**, IT Manager: Remote Access, AV/IT, and Convergence Technologies, *International Monetary Fund*, worked with Vladimir at International Monetary Fund

"Vladimir is the best creative person I have encountered in my years of working in marketing campaigns. The originality of his designs is one his best assets. He is very experienced in campaigns

directed to Hispanics and works well even under short deadlines." May 27, 2010
— **Rita Monroy**, *Director of Outreach and Adaptations, The Media Network, Inc.*, worked directly with Vladimir at The Media Network, Inc.

"I believe that Vladimir is one of the most creative and resourceful professional on his field that I have encounter to date. His ability to visualize and put into design what is the mind of clients, supervisors and peers is amazing. Not only he is able to create and develop branding, campaigns and products to be published but also, videos, pictures and any other graphic design in different mediums. I am really privileged to make a recommendation about Vladimir because of his work and for the caliber of professional he is."

— **Luigi Buitrago**, *Associate Director of Community & Latino Outreach for U.S. DHHS/OHAP, BETAH Associates, Inc.*, worked with Vladimir at BETAH Associates, Inc.

"Vladimir's versatility with both traditional and digital design is highly impressive. I've hired him to design collateral materials for national distribution for a well-known non-profit. I've also hired him to help manage marketing and design executions in the virtual world known as SecondLife on behalf of a client (popular national brand). He is also a very effective designer for social networking platforms including MySpace and Facebook. His prices are very competitive as well."

— **Peter Klaus**, *Senior Vice President/Partner at Fleishman-Hillard*, was Vladimir's client.

More at <http://www.linkedin.com/in/vladimirherrera>

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