

HUMBERTO ABEJA

◀◀ ART DIRECTOR • INTERACTIVE ▶▶

no 3059059128

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SOFTWARE

ILLUSTRATOR*****

PHOTOSHOP*****

INDESIGN*****

AFTER EFFECTS 7**

QUARK*****

MICROSOFT OFFICE*****

FLASH/ACTIONSRIPT 2/3 ****

CSS/HTML*****

DREAMWEAVER****

EDUCATION

ART INSTITUTE OF FT LAUDERDALE

FT LAUDERDALE, FL

BACHELORS - GRAPHIC DESIGN

JUN '01/ DEC '03

AWARDS

2010 AD FED ADDY'S

Regional - 6 Gold/2 Silver
District - 1 Gold

2008 AD FED ADDY'S

District - 1 Silver

2007 AD FED ADDY'S

Regional - 11 Gold/9 Silver

2006 CREATE AWARDS - S.E.

6 Gold/1 Best of Industry

2006 NEW YORK FESTIVALS

NY Festival Finalist

2006 AD FED ADDY'S

Regional - 17 Gold/9 Silver
District - 1 Silver Addy

2005 DAVEY AWARDS

4 Gold Daveys

2000 SCHOLASTICS
ART AND WRITING AWARDS

Portfolio Gold Key - Drawing and Illustration

REFERENCES

ANDRES ORDOÑEZ

The Bravo Group - Chicago, IL
VP - Creative Director
PH: 312-596-3000

FRANK CONSUEGRA

The Collection - Coral Gables, FL
Brand Manager
PH: 305-444-5555

EXPERIENCE

IMAGEN THE MARKETING AGENCY/CORAL GABLES, FL

SR. ART DIRECTOR

FEB '12 - PRESENT

At Imagen, I led rebranding efforts for Sir Pizza Restaurants in traditional and online medias that included a redesign of product photography, art direction, company website, online banners, email marketing campaigns, print ads, direct mail, in-store collateral, point-of-purchase and menu redesign. Additionally, I've led art direction/design efforts for the 2012 Miami Marlins season including development of television commercials, out-of-home, print ads, direct mail, and online banners. Lastly, I led the art direction and design efforts for an HIV awareness campaign with Clear Health Alliance and Magic Johnson that included television commercials, out-of-home, print ads and an online presence.

REPÚBLICA, LLC/MIAMI, FL

ART DIRECTOR

JUL '11 - FEB '12

As a member of República, I worked on various branding, advertising, online campaigns and pitches for clients such as Nielsen, Univision, Adrienne Arsht, St. Jude Children's Research Hospital, Miami Dolphins, Goya, Universal Orlando, Sedano's Supermarkets and Clear Choice.

SOUTHERN BRAND COLLECTIVE/HOLLYWOOD, FL

ART DIRECTOR/INTERACTIVE

JAN '09/JUL '11

At Southern Brand, I was given the opportunity to rebrand the Miami HEAT with a unique look and story that was implemented across all communications including interior signage for the AA Arena, advertising campaigns, heat apparel, player posters, HEAT.com web pages, e-newsletters and interactive banners. Other projects include branding, advertising, website development and maintenance for a handful of clients including Lime Fresh Mexican Grill, Sushi Maki, The Park Central Hotel, The City of Wynwood, Goldman Properties, Perdomo Cigars, Cafeina Miami, Explorer's Bounty, Chestnut Hill Farms, Crystal Valley, North Mississippi Allstars, Tim McGraw and Muhammad Ali Enterprises.

ZUBI ADVERTISING/CORAL GABLES, FL

ART DIRECTOR/INTERACTIVE

JUL '07/JAN '09

As a member of the iZubi team at Zubi Advertising, I worked on experiential and online projects for clients such as the Ford Motor Company, Lincoln/Mercury, Aflac, FedEx, SCJ, Winn-Dixie, Olive Garden and the Florida Lottery. Zubi gave me the opportunity to focus my skills on the online and experiential aspects of creative advertising campaigns.

TURBULENCE/MIAMI, FL

ART DIRECTOR/INTERACTIVE

OCT '05/JUL '07

I joined Turbulence as a freelancer back in October 2005 and was able to work my way up to an Art Director position. I learned quite a bit at Turbulence, from working on seven car photo shoots to shooting chests full of toys for very low budget TV projects. I contributed in both new business ideas and potential client pitches. I was able to work on various projects for the following clients: Benihana, The Collection, Steve Madden, Humana, Miami City Ballet, The SunPost, Ocean Drive, Fisher Island, as well as many internal projects for Turbulence.

PIXEL DIMENSION STUDIOS/MIAMI LAKES, FL

ART DIRECTOR/CO-OWNER

MAY '04/SEP '05

As part-owner of Pixel Dimension Studios, the majority of the projects I worked on were focused on online interactivity. It was a great experience as I learned what it meant to develop new business pitches, keep track as a Project Manager for our own clients, and develop and maintain good client relationships. Our clients included US Century Bank, Mistoles Marketing, Corozo Buttons, Maid Brigade, Holman Honda, DanceStar USA, and Sport Court.

CREATIVE IDEAS ADVERTISING/MIAMI, FL

GRAPHIC DESIGNER

JUN '05/SEP '05

Worked as a freelance designer on a handful of local brand identity projects. I also worked on real development of real estate and political advertising campaigns in my time at Creative Ideas.

NINE54 ENTERTAINMENT GUIDE/FT LAUDERDALE, FL

SENIOR DESIGNER

SEPT '02/OCT '03

From concept to production, I worked with a small publisher on developing a pocket-sized Fort Lauderdale Entertainment Guide, Nine54. Position duties entailed website development and maintaining content current from month to month. Every once in a while, I would work on the publications clients' advertising artwork for the upcoming issue.

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