

OSCAR IZARRA

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Awarded creativity. Problem solver. Information Architecture, html, CSS, Dreamweaver, Flash, 508. InDesign, Photoshop, Illustrator, etc. Acrobat, MS Office. Mac and Windows platforms. Bilingual.

Experience

2008 – Present | **SENIOR WEB DESIGNER** | TELMEX USA | Miramar, FL

Implemented complete overhaul of www.telmexusa.com. Separate USA brand from international branches, and at the same time stay within the style guide of Telmex International. The overhaul includes prototyping, graphic design, html development using css, and also flash splashes, and maintenance.

Consolidate the face of all internal management web tools for graphic consistency, using css on jdeveloper. Also, creation of User Guides for each tool.

Currently working on an email campaigns that consist on a monthly newsletter, and other promotional pieces.

Creating web portals for internal web applications, including graphic design and front end development: user interface, html, and css.

2003 - 2008 | **ART DIRECTOR** | RENEGADE MARKETING, NY, NY | **renegade.com**

Design of front end web applications, flash applications, internet advertising, kiosks, and print.

Panasonic: previous generation e-commerce website graphics. Graphic design promotional mini-sites. Creation of monthly newsletters, as well as other promotional emails. Design and development of multiple flash banners for different products. Design a mini-van exterior wrap for a marketing event.

HSBC: a portal website for a guerrilla marketing NY event. It also included graphic design a cab wrap.

Overhaul of <http://www.gildasclub.org> **Gildas Club Worldwide**. Design a website that follows the vision of Guilda Radner community of free support for cancer patients. Inviting, friendly and positive.

Complete redesign of the **Moravian Open Door** <http://www.moravianhouse.org>. Graphic design, and css development.

Other clients included: **BearingPoint**, **DoubleClick**, and **Gale International**.

2002 - 2003 | **SENIOR WEB DESIGNER** | CADIENT GROUP INC., Philadelphia, PA | **cadient.com**

Design of web applications, kiosks, flash applications, CD Roms, internet advertising: e-mails, banners, flash banners. Work tightly with web developers, and also with marketing strategists, quality assurance, data analysts teams. Clients: AstraZeneca, GSK, Bayer, Pfizer. (*Levitra, Rhinocort, Seroquel, Zomig*)

1999 - 2002 | **SENIOR WEB DESIGNER** | QWEST INTERNATIONAL, Philadelphia, PA

Web design, Flash Applications, Internet advertising, print. Accounts: *Wyeth, P&G Pharmaceuticals, GlaxoSmithKline*, and *AstraZeneca*. Ecommerce: *Lerner Catalog*, and *Gem.net*. Government: *US Treasury*.

1992 - 1999 | **ART DIRECTOR** | DISC MAKERS Pennsauken, NJ | **discmakers.com**

Art Director of major corporate accounts including *Relix Records and Magazine, Moon Ska Records, FMQB, NPR, World Cafe -University of Pennsylvania, Combo Records, J&N Records, EMI International, Sony Music*.

Supervising four senior graphic designers. Training new designers. Design and production of CD, CD ROM packaging, also logos, posters, postcards, brochures, T-shirts, etc..

Education

1997. **MBA**. Major in Marketing. Temple University, Philadelphia, PA.

1991-1992. **Painting**. Pennsylvania Academy of The Fine Arts, Philadelphia, PA.

1989. **Bachelor of Fine Art**. Major Graphic Design & Illustration. Instituto De Diseño De Caracas, Venezuela.

Awards & More

1991. **Full scholarship** by Pennsylvania Academy of Fine Arts.

1994. **Two mentions of honor** for packaging design by the Art Directors' Club of Philadelphia.

1998. **SELECTED BY PRINT MAGAZINE** for the Annual Regional Design Issue.

2001. **Macromedia Flash Site of the Day**. **Yahoo's Internet Life's**, "Sites We Love." **Graphic Design - U.S.A.**