



Paco Melo Resume

ART DIRECTOR

Strategic thinking + creative ideas + media savvy techniques.

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Currently looking to break into the advertising market as a junior AD, I bring to the table a multicultural experience, a serious multidisciplinary education and a kick ass set of idea generation techniques.

experience

instructor

CETYS University at Baja, Mexico

For the last 10 years I've been teaching undergrad level students in the graphic design, advertising and marketing areas.

Courses include taught include: Multimedia, web design, Internet marketing, typography, creativity, advertising and art direction.

freelancer

For the past 10 years

Graphic Design, branding & Advertising work.

Experience with clients in Mexico, US and France

Check my portfolio at www.pacomelo.com

web designer

From 2001 to 2002

In charge of an CETYS University's website

Supported e-marketing efforts

Supervised a team of web designers/developers

education

Master of Arts in Advertising, 2007, University of Texas at Austin, Texas, USA

BS in Digital Graphic Design, 2001, CETYS University at Tijuana, B.C.N., Mexico

Certification in Marketing and Sales, 2001, CETYS University at Tijuana, B.C.N., Mex.

accolades

Gold Summit International Award, 2008, awarded by the Summit International Awards for best Print Campaign. Gold ADDY, 2007, awarded by the Austin Advertising Federation and Dallas Ad League for best non-traditional campaigns. Bronze ADDY, 2007, awarded by the Austin Advertising Federation and Dallas Ad League for print campaign. Fulbright Scholarship 2005, awarded by the U.S. Department of State.

skills

Languages: Native Spanish speaker / Proficient in English

Art Direction: Trained in AD and creative techniques during my Master studies.

Software: Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Premier, MS Office.

Programming: HTML, CSS, Actionscript 3.0

Print skills: Layout, Color correction, print, file preparation.

Web skills: Wordpress 3.2 setup and administration, SEO, Google Analytics

Personal: Great interpersonal communication skills, ability to integrate to multidisciplinary teams, goal oriented with excellent creative abilities.