

# Carlos Zuniga

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## + EXPERIENCE

### **MIDNIGHT OIL AGENCY | SOFTBANK ROBOTICS | PEPPER THE ROBOT**

[ Contract: 02.10.2017 - 05.19.2017 ] Senior Art Director

- Oversaw, art directed, concept, managed and designed for the complete 360° creative campaign account. Includes print, web, email, trade shows, internal marketing materials, photoshoots and POP displays.
- Delegated and managed several creative resources.
- Worked directly with the creative director, lead copywriter, print production, programmers, account team.
- Produced comps/betas/storyboards for client presentations.
- Applied designs to POP trade show displays.
- Worked directly with Pepper the Robot and her AI functionality.

### **THE DESIGNORY INC. | FULL SERVICE ADVERTISING AGENCY | NISSAN GLOBAL TEAM**

[ Contract: 04.27.2016 - 09.02.2016 ] Senior Art Director

- Art directed, concept managed and designed vehicle AEM website stories for Nissan's US and Global markets.
- Collaborated with project management, production, and copy to achieve the best solution for each vehicle's landing page built in Adobe Experience Manager.
- Managed a team of three designers.
- Prepped CGI frames for each vehicle's 360 spin function and interior pans.
- Produced comps/betas/storyboards for client presentations.
- Applied designs to wireframes from concept sketches.

### **THE AXIS AGENCY | MULTI-CULTURAL MARKET**

[ Contract: 08.16.2015 - 09.19.2015 ] Art Director

Was responsible for executing deliverables for new business projects including web, print, mobile, and social. Worked with cross-functional teams on fully integrated campaigns for multicultural markets.

### **RAZORFISH**

[ 08.06.2012 - 02.20.2015 ] Associate Design Director

Razorfish formally Rosetta Marketing Group, part of the Publicis Groupe, was named one of AdAge's top 10 agencies of 2015 and is the #2 agency in the world for customer engagement. I was an Associate Design Director developing interactive campaigns for Samsung Mobile, Activision, and Bank of the West.

### **NRG DESIGN GROUP**

[ 5.1.2009 - 8.1.2012 ] Lead Designer

Led, guided, and mentored a team of two – a designer and Wordpress programmer – on multiple front-end interactive web designs with an emphasis on user interface specifications and multi-browser compatibility.

### **SMART LEVELS MEDIA**

[ 1.1.2007 - 5.1.2009 ] Senior Designer

Manage two designers. I designed and typeset various print projects, roughly about 60-70 jobs per week. Oversea press checks. Worked directly with sale representatives, CSR's, pre-press department, accounting department, shipping department.

## + AREAS OF EXPERTISE

- |                                  |                  |                  |              |
|----------------------------------|------------------|------------------|--------------|
| + Art Direction                  | + Photoshop CC   | + Omnigraffle    | + PowerPoint |
| + UX/UI                          | + Illustrator CC | + WordPress      | + Keynote    |
| + Adobe Experience Manager (AEM) | + InDesign CC    | + HTML/ CSS      | + Pages      |
|                                  | + Axure RP Pro   | + Dreamweaver CC | + Jira       |

+ MORE | ZunigaCreative.com