

JAVIER IZQUIERDO

SENIOR FASHION ART DIRECTOR

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SEND 6515 NW 58th St / Tamarac, Florida 33309

SKILLS & PROFICIENCIES

Professional

- advertising campaign development
- art and creative direction
- interior and exhibition design
- digital photography
- photo editing
- sales and marketing
- print and digital design
- page layout and typography
- identity and logo design
- brand strategy
- bilingual, fluent in Spanish

Technical

Platforms —

Mac OS X, Windows

Adobe Creative Suite —

InDesign, Photoshop, Illustrator, Acrobat

Microsoft Office —

Word, Powerpoint, Excel

EDUCATION

NEW YORK CITY COLLEGE OF TECHNOLOGY

New York, NY

- Graduated with Associate Degree
- Major in Art and Advertising
- Minor in Business

PROFILE

Highly creative and multi-talented Art Director and Designer with over 25 years of extensive experience in graphic design and art direction. Passionate and engaging creator of innovative advertising strategies and campaigns for major worldwide brands, including Tommy Hilfiger, Nike, Calvin Klein, Timberland, and Polo Ralph Lauren.

Exceptional collaborative and interpersonal skills with native fluency in Spanish. Consistently demonstrates strong ability to conceptualize and think visually with solid understanding of composition, color, and typography.

EXPERIENCE

Freelance Creative Drive *Senior Fashion Art Director* Present

- Photo; Art Director; Creative Director
- Meet Customer needs and accomplish creative visions by overseeing strategic, focused Photoshoots for White House Black Market, Chico's, Chico's outlet, and Soma.
- Lead design and production teams for marketing projects, creating unique designs within required timelines.
- Collaborate with clients to offer improvement and direction on all photo sessions.
- Product styling, prep and post production.
- Edit all digital photography and fashion videos.

MACY'S *Photo Art Director*

New York, NY : September 1997 – June 2017

Nearly twenty years of multi-faceted experience has both developed a discerning eye for design and refined a versatile style in commercial, fashion, and editorial photography.

- Highly instrumental in the conceptualization of advertising campaigns for international brands like Nike, Calvin Klein, and Tommy Hilfiger.
- Supervise in-studio and location photo shoots while closely collaborating with photographers for commercial, fashion, and editorial projects.
- Conduct model selection and oversee hair stylists and make-up artists.
- Key in the design process of advertisements by selecting and editing digital photography in addition to determining format, layouts, and typography for high-end fashion books, direct-mail catalogs, and publications such as the *New York Times* and *New York Magazine*.
- Interface with copywriters and merchandisers in a deadline-intensive environment to develop marketing strategies for Macy's locations across continental United States, Puerto Rico, and Guam.
- Experienced rewarding collaborations with high-profile creative individuals, such as Nigel Barker, Carson Kressley, and a young Channing Tatum.