



Yestro K. Luciano

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SUMMARY OF SKILLS:

I have been designing professionally since 1998. Expert knowledge of Adobe Photoshop, Adobe Illustrator, InDesign, QuarkXpress, Dreamweaver, HTML and Cascading Style Sheets (CSS). Good knowledge of Flash. Full understanding of web standards, best practices, and accessibility issues. Solid presentation skills.

EXPERIENCE:

- 2011 – CURRENT **INTERACTIVE DESIGN DIRECTOR** Mirror Media Ltd, New York, NY
- Responsible for designing the look and feel of the brand
 - Website's Information Architect / User experience documentation
 - Create mobile app (iPhone / iPad)
 - Facebook application UI / IA
 - Infographics
 - Design promotional email campaigns and banner ads
 - Video Editing (iMovie)
 - Keynote Presentations
- 2011 – 2011 **INTERACTIVE WEB DESIGNER** Nickelodeon MTV Networks, New York, NY
- Handle concept development of top priority design projects; present mood boards and creative brief to stakeholders.
 - Establish design expectations and project goals
 - Create mobile web designs (iPhone / iPad)
 - Work with Design Director and Associate Design Director to conceptualize graphic interface and page layout
 - Flash Banner ads; including story boards and animation
 - Promotional design lead (supporting product development & producers)
 - Game design UI
- 2009 – 2011 **SR. WEB DESIGNER (contract)** American Express Publishing, New York, NY
- Conceptualize and execute designs for various brands at AMEX
 - Brainstorm with Creative Director, Executive Content Producer, and Online Strategy and Product Development Director
 - Provide feedback on usability based on experience
 - Produce design and graphics/icons for websites
 - Contribute to the design of new sections and redesign existing sections
- 2005 – 2009 **DESIGN DIRECTOR, ONLINE** The Nielsen Company, New York, NY
- Lead designer of several sites including award winning websites (contractmagazine.com / thr.com)
 - Planning, design and implementation of complete websites
 - Design with standards compliant code with emphasis on browser compatibility, accessibility, and search engine optimization
 - Slice up creative and develop initial HTML and CSS code
 - Familiar with site structure
 - Work with design and production team to execute projects smoothly
 - Adapt to changing requirements and handle criticism constructively
 - Manage time efficiently and proactively to ensure all projects are completed on time
 - Build templates that do not look generic
 - Work with sales teams to create microsites to pitch to clients
 - Ensure designs are kept in compliance with SEO
 - Keep abreast of current/new technology
 - Manage four Web Designers



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2000 - 2005

GRAPHIC DESIGNER

VNU Business Media Inc, New York, NY

- Create print and online promotional material for 50 publications from house ads, posters direct mail packages, billboards, brochures, insert cards and cover tips to—newsletter templates, HTML emails, and Flash & HTML banner ads
- Work with a team of five Directors and eleven Managers
- Photo enhancement and color correction
- Work with printer; coordinating files sent on disk or uploaded to printers ftp site
- Manage one Coordinator

1998 - 2000

Jr. GRAPHIC DESIGNER

Bill Communications Inc, New York, NY

- Design fax forms, cover wraps and cover tips using QuarkXpress
- Approving proofs from printer
- High Resolution Scanning
- Assist Managers with uploading files to printers' ftp site
- Custom Power Point Presentations

EDUCATION:

Borough of Manhattan Community College - Associates • Liberal Arts

New York University - Continuing Education / Web Design • Advance Typography

Rock Hurts University - Continuing Education / Print Design