

FRANCISCO VARGAS

Art Direction/Design/Illustration/Web Design

CONTACT

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(727) 798-9950 | (727) 447-6356

TECHNICAL QUALIFICATIONS

Adobe Photoshop, Illustrator, InDesign, ImageReady, GoLive, Macromedia Flash (Action - Script), Dreamweaver, Freehand, HTML, CSS style sheets, Microsoft Office (Excel, Access), basis of Adobe After Effects, Premier, Studio 3D Max and PHP coding.
Proficient in Mac and PC operational systems.

EXPERIENCE

- Oct. 2006 - Present** **Art Director | FKQ Advertising and Marketing**
Lead Art Director and Conceptual Artist for major brands such as Tampa Bay Lightning, McDonald's, JMC Communities, PODS among many others. In charge of print campaigns, collateral materials, branding and conceptual work.
- May - Oct. 2006** **Art Director | Envision Creative Network**
Responsible of the artistic direction of different projects and clients. In charge of web art direction, identities and marketing collateral for a variety of markets. Clients include: Invision Design & Development, Connelly Engineers Group, Global Group Development, Zons Development.
- Jan. - May 2006** **Production Artist/Intern | Raymond James Financial - Marketing**
Responsible for marketing collateral production, such as brochures, banners, posters and various print material for financial advisors and associates financial companies.
- 2005 - 2007** **Art Director | Premier Crossover Magazine**
Responsible for the overall design and creative aspects of the development of the Premier Crossover Magazine. In charge of the graphic direction of the publication in relation to articles and customer advertising.
- 2002 - 2005** **Database and Processing Analyst | AmeriNet Inc.**
Responsible for preparing, maintaining and improving all financial reporting between AmeriNet and its merchants. Accountable for evaluating and processing large amounts of data with the use of technology products and systems.
- 2002 - 2005** **Graphic Designer | AmeriNet Inc.**
Responsible for printed materials, publications and Web Graphics for company portal.
- 2003 - Present** **Freelance**
- Invision Design & Development | Corporate Identity (Web Interface)
 - Sangrias Tapas Bar & Restaurant | Company Web interface
 - Phenotectonics | Visual concept and web animation
 - Moxi 7 Design Studios | Creative Development and Conceptual art
 - The Global Group Development | Corporate Identity/Marketing Collateral
 - Wild 98.7 - 92.5 Maxima | Logo/Identity design
 - Atlas-T Pillow | Web Design/Art Direction
 - Lafayette and Rushford Home | Art Director/Web designer

EDUCATION

- 2004-2006** **University of South Florida**
Tampa, FL Bachelor of Fine Arts with concentration in Graphic Design
Minor Degree in Art History
- 2000-2004** **Saint Petersburg College (SPC)**
Clearwater, FL Associates in Arts Degree, Graphic Design and Fine Arts 2003

AWARDS

2007 ADDY AWARDS

GOLD ADDY

Marquesas Invitation/Mailer Design

SILVER ADDY

Ovation Groundbreaking Invitation/Mailer

FLORIDA PRINTER'S AWARD

Sandpearl Resort Services Rackcard

CLIENTS

- JMC Communities
- Ovation
- Marquesas
- Sandpearl Resort
- Sandpearl Residences
- McDonalds
- PODS
- Tampa Bay Lightning
- Tampa Bay & Company
- Ott-Lite
- Image Stone
- The Venue
- Atlas-T Pillow (Back to Sleep)
- Gelateria del Duomo
- Invision Architecture
- Premier Crossover Magazine
- Dollar Rent a Car
- St. Pete / Clearwater CVB
- Wild 98.7
- 92.5 Maxima
- Tampa General Hospital TGH (Conceptual)
- University of South Florida USF (Conceptual)
- Bay Communities
- Amerinet Inc.
- L&R Home
- Dunedin Woodwright
- Science Center of Saint Petersburg
- Melitta USA

REFERENCES

Christina Mullen | Associate Creative Director (727) 560-1772 | The Ad Partners

Kris Gamble | Creative Director (727)-567-5306 | Raymond James Marketing

Chad Jarae | Professional Partner (727) 453-1338 | Encounter Creative

Rick Olson | CEO (727) 524-8797 ext. 113 | Amerinet Inc.

Edward Hashey | Art Director & Illustrator (727) 433-4723