

# Adrian Estrada

Art Director | Graphic Designer

## LET'S TALK

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adriandestrada.com

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## PROFESSIONAL EXPERIENCE

### Graphic Designer

VS Brooks - Miami, FL

Nov 20 - Pres

Focused on visual executions for 360 campaigns on all brands. (Digital + OOH) Clients include: CarePlus, Partners in Primary Care, Family Physicians Group, Medlab.

### Art Director

Freelance - Miami, FL

Jul 19 - Pres

Art directed / designed street apparel, cover art for music artists, and gaming remote. I managed social media content, print, OOH, and email marketing for clients like Liberty Insurance, Patron, etc.

### Marketing Coordinator | Graphic Designer

University of Miami - Miami, FL

Mar 21 - May 21

Focused on visual executions for University of Miami's School of Education & Human Development department. I managed social media content, prepared content calendars and designed social media content, email blast, banners, and all award ceremony content for 2021.

### Art Director

Sapient Razorfish - Miami, FL

Apr 19 - Jun 19

Ideate and produce creative ideas for client campaigns, including presentation decks as final deliverables. Developed and designed social media content. Clients include: Virgin Voyages, etc.

### Marketing & Production Manager | Art Director

Magic Hour Worldwide - Miami FL

Dec 17- Apr 18

Developed, implemented, and managed execution of all promotional assets for Rider Sandals (and special guests) Art Basel '19 events. Services included project management, creative production, social media marketing and content creation, and product design.

## EDUCATION

Art Direction I Design  
Miami Ad School, 2020

BA in Business Marketing  
Florida International University, 2016

## SKILLS

Photoshop    Illustrator    Indesign  
Lightroom    Premiere    Procreate

## LANGUAGES

English    Spanish