

ADRIAN ESTRADA

Art Director | Graphic Designer

LET'S TALK

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PROFESSIONAL EXPERIENCE

Art Director

Freelance - Miami, FL

JUL 19 - Pres

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

Graphic Designer

VS Brooks - Miami, FL

NOV 20 - APR 22

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

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 and Human Development department. Responsibilities included managing content, social media, content calendar plans and graphic design. I designed department banners, social media content, email blast, and all Award Ceremony content for 2021.

ART DIRECTOR

SAPIENT RAZORFISH - MIAMI, FL

APR 19 - JUN 19

Concept / ideate creative ideas for client campaigns, including asset mockups and presentation decks as final deliverables. Developed and designed social media content as needed for clients like 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 | Design
Miami Ad School, Class of 2020

BA in Business Marketing
Florida International University, Class of 2016

SKILLS

Photoshop	Illustrator	Indesign
Lightroom	Premiere	Procreate

LANGUAGES

English	Spanish
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