

FREDY FLECK

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Fully work authorized. No visa sponsorship required.

SUMMARY OF QUALIFICATIONS

Highly skilled graphic designer and art director with extensive experience in corporate identity, packaging, print collateral, advertising, annual reports, typography, illustration, web and multimedia. Special emphasis on conceptual design and communication goals, high attention to detail. Comfortable with all phases of four color printing press production. Extensive knowledge of film and digital photography.

Link to portfolio: <http://www.cardoso-fleck.com/portfolio/index.html>

COMPUTER SKILLS

- Adobe Photoshop
- CorelDraw
- Adobe InDesign
- Quark Xpress
- Adobe Illustrator
- MS Power Point
- Adobe Acrobat
- Pitstop
- Adobe Dreamweaver

EXPERIENCE

2004 - present

Creative & Art Director/Partner, Cardoso-Fleck Graphic Design, Inc.
Rio de Janeiro, Brazil / Ossining, NY

- Worked for companies such as Zwilling J. A. Henckels, meeting challenges caused by limited photo stock resources and tight deadlines by using graphic software to retouch and transform image to successfully meet clients needs
- Coordinate, create, design, develop, organize and produce promotional campaigns and materials for printed and digital media by designing, developing, and creating flyers, brochures, logos, web graphics
- Work alongside marketing director to effectively use visual media to market a given product or service to a specific market; translate client thoughts into elements for visual communication
- Research and contract printing companies to print materials
- Decrease client costs by offering alternate, more cost efficient means to disseminate visual material; manage client project budgets, suggesting various media, colors and finishing
- Hire other graphic designers as needed; supervise the work of third party professionals to complete specific projects; oversee work of web programmers to translate created visual content onto web page
- Increase client base through networking and redesigning the company's website

2000 - 2003

Creative & Art Director, Quarthz Events and Marketing
Rio de Janeiro, Brazil / Miami, FL

- Implemented graphic solutions for clients such as Ernst & Young and IBM/Lotus, by creatively tying in content and location of project events to the created promotional material
- Coordinated, created, designed, developed and organized promotional campaigns and materials; produced highly skilled artwork, using publication production and graphic techniques
- Decreased company costs by researching various printing companies and creating a cost analysis
- Increased client base and projects by increasing visual appeal and content clarity of company website; managed multiple project budgets up to \$20,000

1997 - 1999

Art Director, Espaco de Comunicacao
Rio de Janeiro, Brazil

- Designed an invitation for a launch of the BMW series 3 for a BMW dealer, creatively using colors and the invitation format to mimic the opening of a BMW hood and create an elegant display
- Created and coordinated promotional campaigns and materials for printed and digital media; designed, developed and created flyers, brochures, logos, web graphics; managed project budgets
- Decreased company costs by researching various printing companies and creating a cost analysis
- Increased sales by developing graphic content of company website in conjunction with CEO

ADDITIONAL EXPERIENCE

May 2008 - Nov 2008

"It's About Time - Herff Jones Education Division"
84 Business Park Dr, Armonk NY 10504

(temp. job) Assists Creative director on the creation and updating book projects.

May 2007 - May 2008

Graphic Artist, Tri State Media Group
Pelham, New York

PennySaver is a weekly discount magazine with distribution (readership over 520,000) across the Tri State area.

- Produce desired graphic art and met challenges caused by limited photo stock resources and tight deadlines by using graphic software skills to retouch and transform images to fit client needs
- Create layout and artwork for advertisements placed in weekly publication

December 2006 - April 2007

Gallery Assistant, Westchester Community College Fine Art Gallery
Valhalla, New York

- Create and design graphic projects for the WCC Fine Arts Gallery's exhibitions; create layouts and artwork for brochures, posters and postcards; decrease costs and production stages
- Create a visual concept according to both the College and the Gallery by creating brochures, posters and postcards whose layout and content highlight the artwork on exhibit and graphically link the artwork to the College's website imagery
- Create web albums and gallery slideshows of current exhibits on website

EDUCATION

Bachelor in Industrial Design, Faculdade da Cidade, Rio de Janeiro, Brazil, 1985

ADDITIONAL CERTIFICATES

Advertising, Marketing & Merchandising, Fundacao Getulio Vargas, Rio de Janeiro, Brazil, 1987
Advertising Design, Senac, Rio de Janeiro, Brazil, 1984