

Rafael DeSoto

Digital Art
United States

View the full portfolio at <http://www.thecreativefinder.com/eyefulpower>

Professional Experience and Curriculum Vitae

An enthusiastic, interdisciplinary visual designer experienced in:

- Graphic design and production for print, web and video
- Art direction, illustration, photography, animation
- Identity and brand strategy, visual guidelines
- Presentations, creative briefs, storyboards
- Concept-to-completion experience
- User interface designs
- Project management

Previous Clientele

SGI, Adobe, Palo Alto Networks, NetApp, Marketbright, AOL, Intel, USWeb/CKS, Busse Design USA, Microsoft, Cisco, Novell, HP, Philips Semiconductor, Fujitsu, Lucent, LSI Logic, Avaya, Invisalign, Siemens, FedEx, Midway Games, WebMD, Sun Microsystems, American Polar Society, Bissinger's Chocolates, Draeger's Markets

Awards and Accolades

- 20+ years of experience in traditional drawing, painting and commercial illustration
- Proficient in XHTML, HTML 5, CSS 3, JavaScript implementation
- Concept visualization, diagrams, storyboards and presentations
- Expert knowledge in most aspects of print production
- 2D animation, 3D modeling and rendering
- HD digital video production and editing
- Set design, packaging, exhibit design
- HDR photography

COMMUNICATIONS DESIGNER / EYEFUL POWER / REDWOOD CITY CA / 02-02 – PRESENT

Provide art direction and graphic design for corporations, local businesses, individuals and non-profit organizations with marketing collateral, advertising, video production, photography, illustration, branding and social media consultation.

PROJECTS web design and production, presentations, company branding, digital illustration, photography, motion graphics, product packaging, landing pages, banner ads, user interface design, electronic newsletters.

GRAPHIC DESIGNER / MARKETBRIGHT / SAN BRUNO CA / 06-06 – 10-09

Redesign company website, create landing pages for product launches, brand development, technical diagrams and charts, digital illustrations, book covers, one-sheets, trade show displays, print advertising, online ad campaigns.

VISUAL DESIGNER / AOL / MT. VIEW CA / 01-06 – 04-06

Visually interpret high-level user experience concepts by providing wireframes and storyboards for the Experience Design Team. Design and produce a publication for final executive level presentation.

SENIOR GRAPHIC DESIGNER / @ROAD / FREEMONT CA / 11-04 – 12-05

Provide web design, co-produce marketing campaigns for international sales conferences. Developed video presentations, brand development for client products, supergraphics for vehicle advertising.

ART DIRECTOR / PACIFIC MEDIA / SANTA CLARA CA / 12-00 – 06/02

Creative lead for a corporate communications agency specializing in video and film, digital interactive media and web content solutions for marketing and sales training and

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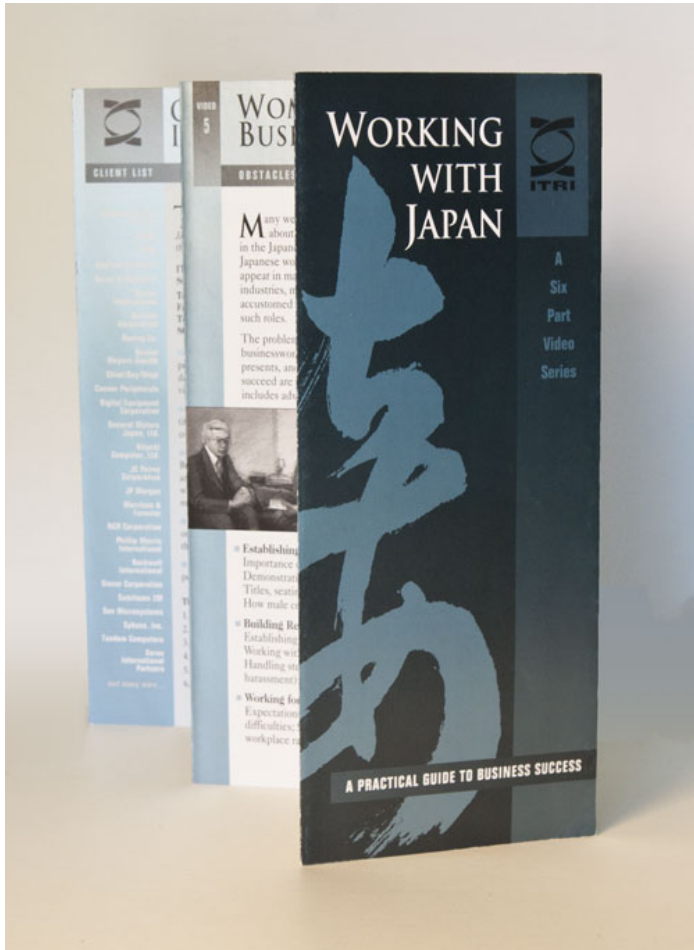


15b Lloyd Road Singapore 239098 (co. reg. 201004398N)
helpdesk 656.227.2902, fax 656.227.0213

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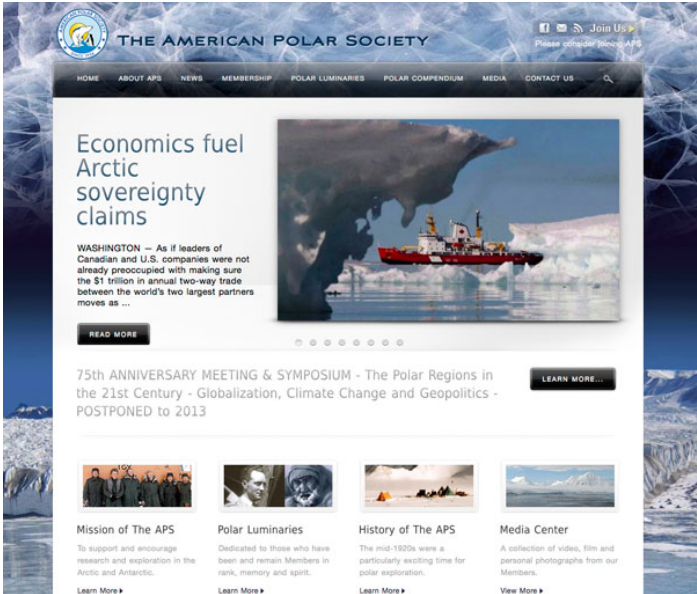
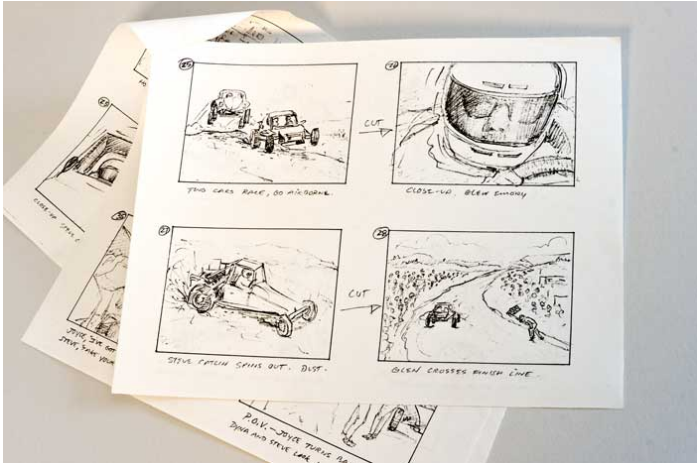
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