

Jonathan Calderon

POSITION	Art Director						
OBJECTIVE	To work in a creative environment surrounded by talented and competitive professionals.						
EXPERIENCE	<p>INTERACTIVE DESIGNER <i>BFG Communications; Hilton Head, South Carolina</i> <i>2011-Present</i> Works alongside creative director developing interactive concepts for Burger Babies, Warner Brothers, Mellow Mushroom, Six Flags and Treasury Wine States</p> <ul style="list-style-type: none">- Create various campaigns including microsities, Facebook applications, Mobile Games and Twitter background designs <p>INTERACTIVE DESIGNER <i>Brightline iTV; New York, NY</i> <i>2010-2011</i> Designed and developed multi-page interactive sites broadcasted on national platforms like DirecTV, Dish and X-Box Live. Accounts: Stella Artois, Red Bull, Bud Light, Degree.</p> <ul style="list-style-type: none">- Developed strategies, visuals and interactive features for national campaigns.- Created various projects for successful new business pitches.- Worked closely with Brand managers and various agency/network partners to design interactive channel experiences. <p>FREELANCE ART DIRECTOR <i>Arts on the Edge, Saya Lounge, Q2 Sports; Savannah, Georgia</i> <i>2008-2010</i> Developing logos and marketing material used across multiple media.</p> <ul style="list-style-type: none">- Design weekly promotional material for Saya Lounge which has increased revenue and attendance each week.- Developed logos and marketing material used to entice collegiate football recruits to sign for Q2 Sports Marketing.- Created a website and branding material for Arts on the Edge that revamped their image and increased attendance for their holiday concert. <p>CREATIVE DIRECTOR <i>Agency 5 (Creative Agency from SCAD); Savannah, Georgia</i> <i>2008-2009</i> Oversaw creative strategies and executions across multiple media. Developed and presented strategies that met the client's objectives.</p> <ul style="list-style-type: none">- Successfully launched an IMC program on behalf of the Pacific Atlantic Teen Health Society. Program consisted of a new landing page, 4 billboards located in Metropolitan areas, posters and a future production of a TV spot.- Managed a team of designers and copywriters on various projects working with real world clients separate from SCAD. <p>ART DIRECTOR INTERN <i>Mullen; Winston-Salem, North Carolina</i> <i>2008</i> Personally chosen to work with group associate copywriter developing concepts for TV productions and out of home executions. Reported to the group creative director.</p> <ul style="list-style-type: none">- Developed a TV concept for CSX Fall campaign that was produced in 2008.- Created various campaigns used to pitch for new business.						
EDUCATION	<i>SAVANNAH COLLEGE OF ART AND DESIGN</i> <i>B.F.A. Advertising Design — Savannah, Georgia 2009</i>						
SKILLS	<table><tr><td>Highly proficient:</td><td>Familiar:</td></tr><tr><td>-Photoshop, Illustrator, Cinema 4D, After Effects</td><td>-Soundtrack</td></tr><tr><td>-iWork 08/ Microsoft Office</td><td>-Final Cut</td></tr></table>	Highly proficient:	Familiar:	-Photoshop, Illustrator, Cinema 4D, After Effects	-Soundtrack	-iWork 08/ Microsoft Office	-Final Cut
Highly proficient:	Familiar:						
-Photoshop, Illustrator, Cinema 4D, After Effects	-Soundtrack						
-iWork 08/ Microsoft Office	-Final Cut						
LANGUAGES	Fluent in written/spoken Spanish. Familiar with Portuguese.						