

David Echeverri - Digital Media Designer

www.modelsofidentity.com

778-773-1644 | 416 - 488 Helmcken Street, Vancouver, BC, Canada

Objective:

- To work in a fast moving environment where ideas turn from concepts into innovative digital products for online distribution.

Career Summary

- 7 Years of experience delivering over 500 design projects for software company
- 12+ years experience in website architecture and design, UI, UX
- 12+ Years of Experience in graphic design and animation
- 1+ year of experience in ecommerce website design and advertising
- 8+ years of experience in gameplay design and online game graphics / media
- 9+ years experience in video production, animation, compositing, editing and motion graphics.
- 7+ Years of experience in art direction managing a multimedia team
- 7+ Years of experience in digital design for marketing
- 8+ Years of experience handling large digital advertising campaigns
- 12+ Years experience in Adobe Creative Suite (Video-Web-Graphics)
- 4+ Years experienced in HTML 5, CSS, Mobile Design, & SEO
- Proficient in content management and distribution
- Rich experience in leading multidisciplinary projects
- Motivated, innovative, dynamic and resourceful
- Experienced communicating projects and strategies to clients and stakeholders

Digital Media Skills

User Interface Design, Motion Design, Video Editing, Web Graphics, Branding, Online Advertising, HTML5, CSS3, JQuery, Mootools, Bootstrap, Audio Editing, Sound Design, Wordpress, E-commerce, User Interface, User Experience, SEO, SEM, Creative Strategy, 3D World Building, In-Game Art, Flash, Gameplay Design, 2d Animation

Technical Skills

- **Web/Mobile Development:** HTML5, CSS3, JQuery, Mootools, XML, Flash
- **Digital Design:** Dreamweaver, Photoshop, Fireworks, Flash, Illustrator
- **Video Production & Animation:** After Effects, Flash Premiere, Sony Vegas Pro
- **Sound Design:** Audition, Soundbooth, Pro Tools
- **Operating Systems:** Windows 95/98/NT, 2000, XP, Vista, 7, Android, IOS
- **Productivity Packages:** MS-Office
- **Web Platforms & CMS:** Wordpress, ModX, PayPal, ZenCart, Bootstrap
- **Utilities:** FTP applications, CSS editors, HTML editors
- **Google Technologies:** Adsense, Adwords, Analytics, Webmaster tools, Docs, Drive
- **Productivity Tools:** Office, google Docs, Sharepoint

Top Personality Traits

- Flexible, approachable, proactive with innovative solutions
- Ability to anticipate problems and offer various solutions
- Ability to deal effectively with clients and internal departments
- Effective designer focused in process improvement
- Ability to meet tight deadlines in a fast-paced environment
- Meticulous with an attention to detail
- Ability to manage multiple projects and resources

Employers

- 1.5 YEARS: Dominion Marine Media (August 2015 - Present) - **UI/UX Developer**
- 8 MONTHS: HyperWallet Systems (January 2015 - August 2015) - **UX Designer**
- 7 YEARS: Uthervse Digital Inc - (March 2007 - August 2014) - **Multimedia Design Manager**.
- 1 YEAR Best Buy from Jun 2006 to Jan 2007 - **Web Interface Designer**.
- 3 YEARS privately owned multimedia design studio Models of Identity. - **Web Project Manager**
- 1 YEAR, ApeShop, digital agency, NY Usa. - **Web Project Manager and Designer**

Key Responsibilities Handled

DOMINION MARINE MEDIA:

- Handling all the activities related to designing for production of **company Websites**.
- Web **project management** and creative team leading
- Multimedia **content generation** for websites and online video.
- Designing **web based user interfaces** for PC and mobile.
- **Handling FTP accounts** and large sets of web domains.
- Handling all the activities related to **content optimization** for web design.
- Preparing **design plans and compositions** for promotional **video projects**.
- Delivering digital design creatives for **massive advertising campaigns**.
- Creating provocative **motion graphics** for video deliverables.
- Creating and delivering **graphics for various media** including web, video, print and live events.
- **Working with art and development** teams.
- Assisting in selecting **audio, video, animation, and other assets** for digital media projects.
- Working with editors, programmers and software engineers to **resolve technical and/or design issues**.
- Producing **B2B and B2C corporate presentations**.
- Assisting in designing and **creating storyboards**.
- Participating in brainstorming sessions to share **new design perspectives and ideas**.
- Using best practices for **search engine optimization** and **responsive design**.
- Maintaining **up-to-date knowledge** about latest graphic design techniques.
- **Ensuring compliance** with company guidelines, deadlines and **design standards**.

Academia

Bachelor in Arts:

- Industrial Design - University Program - Pontifical Bolivarian University - Colombia (1997-1999)
- Graphic Design - University Program - Pontifical Bolivarian University - Colombia (1999-2001)
- Multimedia Design - University Program (2000-2002)
- Macromedia Certification (2000)

Languages

- ENGLISH - FLUENT
- SPANISH - FLUENT
- PORTUGUESE - ADVANCED

Personal Information:

- **Full Name:** David Echeverri
- **Date of Birth:** February 4, 1979
- **E-mail:** davidecheverri1@gmail.com, davide@modelsofidentity.com
- **Phone:** (1) 604-724-7668
- **Nationality:** Citizen of Canada
- **416 - 488 Helmcken Street, Vancouver, BC, Canada**

Websites and Online Media

- **Services & Samples Website:** www.modelsofidentity.com
- **Bio Website:** www.davidecheverri.net
- **Live Resume:** www.modelsofidentity.com/davidecheverri
- **Linkedin:** ca.linkedin.com/in/davidecheverri
- **Youtube:** www.youtube.com/user/modelsofidentity