



GUSTAVO RAAD

ART DIRECTOR

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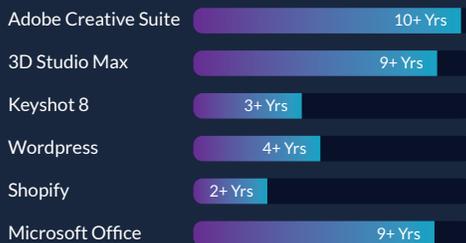
+1 954 699 3662

Pembroke Pines, FL

CREATIVE SKILLS



SOFTWARE SKILLS



LANGUAGES



HOBBIES

Soccer | Fishing | Movies | Outdoors

PROFILE

Creative, organize and multitalented Art Director with an extensive 10+ years experience in graphic, and print design with a particular passion for packaging design. Exceptional management, collaborative and interpersonal skills. Accustomed to performing in deadline-driven and fast-paced environment. Strong desire to solve problems with design.

EDUCATION

2005–2009 Universidad del Norte, Barranquilla, Colombia.
Bachelor's in Industrial Design

WORK EXPERIENCE

2010–Present **Art Director - Packaging Designer**
BPI Sports LLC

1. Increased brand awareness, in both retail and online spaces, by revamping the packaging design for the entire line, while maintaining a consistent look and feel for the brand.
2. Slashed packaging costs 15% by working with contractors and vendors on different options for containers, label materials, print finishes and design, while keeping the brand quality and look.
3. Initiated, organized and control packaging part numbers master sheet (UPCs, Item Codes, # label Revisions), in order to assist the production department in placing packaging orders, the sales department in creating customers POs and the accounting department on inventory tracking.
4. Sign off alongside with the compliance department, all packaging and labeling proofing and approvals in order to keep quality control/label compliance requirements standards.
5. Built an in-house 3D rendering/server machine with the help of the IT department in order to produce CGI content for marketing, design, web, video and sales departments.
6. Collaborated with the marketing, design, video and web department in all design assets such as social media posts, UI/UX design, video animations, while maintaining consistent branding thru out all platforms.

Present **Freelancer Web Designer**
Florida Institute for Health & Innovation

1. Improved and strengthened the disaster-related health recovery through training and technical assistance for the Florida Hurricane Center Hub by designing and building a more user friendly landing page in accordance with the NNPHI requirements.

Present **Freelance Art Director - Packaging Designer**
Raksa Skin LLC

1. Strengthened the branding of their unique skin restoring gel product by revamping the packaging design and presenting it as a more "quality" and "premium" product to customers.

Present **Freelance Graphic Designer**
QS Digital Marketing Agency

1. Increase 25% sales team chances of closing a marketing deal after a strategy session by designing high quality graphic and packaging design solutions for their marketing plan to the customer in order to gain their trust in the company and the marketing plan presented.
2. Provide the marketing, sales and web team all necessary design assets, such as social media posts, packaging designs, signature solutions graphics, banners ads, UI/UX layouts, in order to accomplish customers marketing plans.

Present **Freelance Graphic Designer**
WM Marketing

1. Expanded the company's portfolio by providing high-quality and fast turnaround graphic design solutions for its customers, helping the company grow in sales and customer acquisition.

ACHIEVEMENTS / AWARDS

2014 Bodybuilding.com
Best Packaging of the Year

Achieved 1st place as "Best Packaging Award of the Year" for BPI Sports by Bodybuilding.com, a supplement e-commerce giant in the fitness and health industry.

REFERENCES

William Maroulis
WM Marketing, Owner
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