CHIEF CREATIVE OFFICER & FATHER OF 2

Results-driven creative director looking to join a progressive company, bringing a diverse skill set encompassing concept development, design, website design, product design, and manufacturing. Committed to delivering impactful campaigns that consistently exceed client expectations and drive business growth.



WORK EXPERIENCE

2017

Chief Creative Officer

ARYZ31 | Boston MA

As the Chief Creative Officer of ARYZ31 Creative Agency, I drive the agency's creative vision and strategy, delivering impactful campaigns across platforms. With a talented team, we exceed client expectations, optimize performance, and stay ahead of industry trends. From website design to product development, we ensure seamless execution and contribute to business growth.

- Drive agency's creative vision and strategy to align with clients' objectives and market trends.
- Oversee talented team, fostering collaboration and
- Define and shape agency's creative strategy to align with clients' objectives and trends.
- Drive impactful campaigns across platforms, from concept
- Stay at forefront of industry trends, integrating them into creative processes.
- Manage client relationships, ensuring satisfaction and effective communication.
- Execute high-profile projects, exceeding expectations.
- Drive continuous improvement and excellence in creative
- Oversee design process, delivering high-quality and visually stunning designs.
- Play key role in website design, aligning with clients' brand
- Drive product design and development, creating unique and marketable products.
- Manage manufacturing of custom goods with highest quality standards.
- Collaborate with cross-functional teams for seamless
- optimizing resources.
- Optimize creative projects with a strong UX/UI focus, delivering exceptional user experiences in websites and digital products.

project execution and client satisfaction. Drive business growth through new client acquisition and

2008 2019

Founder & Creative Director

GUAPSKE | Boston, MA

As the Founder and Creative Director at GUAPSKE Streetwear Clothing, I defined the brand's vision, led creative direction, and implemented effective marketing strategies. I managed production, fostered a collaborative work environment, and made informed business decisions for profitable outcomes.

- Defined brand vision, values, and positioning in the streetwear industry.
- Developed comprehensive business strategy and negotiated favorable manufacturing terms.
- Led creative direction, establishing unique visual identity and resonating with the target market.
- Conceptualized and executed innovative designs for
- Conducted market research to identify new opportunities
- Implemented effective marketing strategies, securing
- prominent features and driving sales. Managed production process, ensuring high quality and
- timely delivery. Fostered collaborative work environment, leading and
- managing talented teams. Successfully managed budgets and made informed
- business decisions.
- Recognized community's desires, opening a boutique and launching successful collections.

HOBBIES





Camera







2005 **Bachelor of Fine Arts in Graphic Design** 2009

EDUCATION

Creative Direction

Project Manager

Team Leadership

Branding & Identity

Strategic Planning

Product Design

Manufacturing

New England Institute of Art | Brookline MA

Received a Full Scholarship.

Graphic Design 2001 2005

Greater Lowell Technical High Schoo | Lowell MA

Participated in SkillsUSA (VICA), won regional and national Gold Key awards. Received Gold Key in Scholastic Art Awards.

LANGUAGE

- English (95%) Mother Language
- **Spanish (80%)**

Perfect Reading / Speaking / Listening

CERTIFICATION

2023

> **Google Project Management** Google Career Certificates

2022

Entrepreneurship & Innovation

Harvard Business School

PORTFOLIO

2023 PORTFOLIO PDF Download Link

> https://drive.google.com/drive/u/0/folders/1QW-FyNrlmUab_o-8pa2yzaGhdfliJtiti

REFERENCES

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