

BRIAN DE LA PEÑA SR. ART DIRECTOR

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MA@CA

SR. ART DIRECTOR

2009-2021

Marca drives cultural engagement within the changing face of consumers in the 3 Americas

CLIENTS:

Atlas Ocean Voyages
Norwegian Cruise Line
CGAF
DishLATINO
Subway
Topset
Rocket Mortgage
HughesNet
Panama Jack
Pollo Tropical
NASCAR
WAHL
Navarro
NET10
SlingTV

Overview:

Hired as an Art Director/Production Artist. Worked on Norwegian Cruise Line for 5 Years. Responsibilities included designing all collateral materials for *Norwegian Epic*. Collateral and OOH for launch of *Norwegian Breakaway*. Produced monthly Direct Mails for 3+ years, including itinerary books, Omni-Bus pieces and a PURL Website. Promoted to Sr. Art Director. Transitioned to DishLATINO and NET10. Contributed to the creative development and execution of 360° campaigns. Handled all Direct Marketing and POP for DishLATINO and NET10. Developed, created and executed English and Spanish ideas for TV, Print, OOH, and Digital for a range of clients including Subway, NASCAR, HughesNet, Oster, Navarro and Pollo Tropical. Actively contributed to strategic brainstorming campaign development, creative brief development and all final print and digital execution for Atlas Ocean Voyages.

Experience:

- 8+ years DM Experience for an array of clients in Travel, Luxury, Streaming TV Services, and Satellite TV Services.
- Created POP, Print, and Packaging Design for the launch of Bionaire: an Oster Company.
- Developed Print Ads and Packaging Design for Sobieski Vodka.
- Handled all materials from concept to production for the Coconut Grove Arts Festival from 2010 through 2013.
- Supervised Designers for all of Panama Jack Print Design and E-mail Development.
- Head Creative responsible for the re-design of all Indoors and Drive-thru menus for Pollo Tropical. Directed a team of Creatives/Studio for the execution of all POP materials, Print and OOH.
- Head Creative responsible for the launch of Atlas Ocean Voyages including Print, E-mail, DM and Copywriting.

GRUPO GALLEGOS

ART DIRECTOR

2006-2009

Grupo Gallegos creates disruptive ideas for both Multicultural, Hispanic and Total Market audiences.

CLIENTS:

Fruit of the Loom
Target
Energizer
Motel 6
California Milk Processor Board
Bally's Total Fitness
Tecate
Progressive Insurance
Comcast

Overview:

Hired as a Jr. Art Director. Promoted to Art Director shortly in less than six month. Responsible for the Creative Development and Execution of Digital Campaigns for Comcast, Target and Energizer. Worked directly with the Creative Director from conceptualization to post production.

Experience:

- Handled Print Production for Fruit of The Loom. Worked with photography retouchers to produce publication-ready mechanicals ready for press.
- Created 360° materials for campaigns for Energizer (landing pages, mini-sites, and banner ads, for static/rich media).
- Collaborated with the entire agency (Account, PM, Strategy, and Development) to produce cross-disciplinary multi-channel work ensuring strategic, on-brief campaigns development and execution.
- Actively contributed to strategic brainstorming campaigns development, creative briefs development and execution
- Produced OOH for Tecate, Packaging of agent based materials for Progressive Insurance, Hispanic Market Radio adaptations for Motel 6 and all collateral materials. Designed all large format presentation boards for pitches.

EDUCATION

● ArtCenter College of Design - BFA Advertising

SKILLS

- 14+ years experience in Advertising/Art Direction/Graphic Design
- Highly Proficient in Adobe CS
- Proficient in production & print knowledge
- Strong team player, organized, motivated and can use own initiative
- Excellent written and oral communication skills – ability to interact with clients
- Ability to generate multiple and distinct design concepts
- Knowledge of current design trends and design principles, including typography, color, layout and composition
- Strong Copywriting abilities
- Ability and desire to adapt to new technologies and tools
- 5+ years overseeing teams and mentoring/training Jr. Art Directors

AWARDS

Gold ADDY - Florida Coalition Against Human Trafficking