

JUAN P. HURTADO

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OBJECTIVE

An art director + graphic designer + photographer position in an organization seeking a visual thinker able to develop and orchestrate cutting-edge print and interactive marketing pieces.

SUMMARY OF QUALIFICATIONS

Team player, results-oriented art director and photographer with a keen eye for contemporary design. Possesses eight years of graphic design experience in the United States, France and Latin America, demonstrating strong presentation, communication and interpersonal skills. Detail-oriented personality with expertise in comprehensive branding, promotional and advertising campaigns, package design, corporate identity, brochure and catalogue design, high-end presentations, website design, bilingual publishing and production.

CAREER HIGHLIGHTS

- + Concordia Publishing House + Bilingual Graphic Designer + 2010 - Present**
Designed and proposed innovative products for the bilingual department of Concordia Publishing House, including website design, interactive CDs, DVDs, book layout and design, book covers, and the company's product catalogue. Revitalized Spanish language products' package design and rejuvenated the company's product branding for the bilingual division. Identified key areas of design improvement which increased sales in the Latino market.
- + Freelance Graphic Designer + 2009 - Present**
Conceptualized catalog and advertising materials for Brown Shoe in Clayton, MO. Oversaw PowerPoint and Keynote presentations, as well as the production of printed visuals, for Fleishman-Hillard in St. Louis, MO. and Chicago, IL. Realized marketing products for Propaganda Inc., CPI Corporation, Millennium Hotels, and the St. Louis Post-Dispatch.
- + Group 360 + Designer - Art Director + 2007 - 2009**
Orchestrated team design projects and marketing visuals for Anheuser Busch Inbev, Universal Studios, Dr Pepper & Snapple, and Ralston Foods. Produced new label packaging for entire line of Save-a-Lot food and personal care products. Quickly promoted from intern to designer and finally to art director within two years.
- + French Embassy + Event Coordinator + 2004**
Assisted with public relations and event organization for Artronica 2004, an international exhibition of electronic arts, French Cinema Festival 2004 and EduFrancia 2004 an international educational and cultural exchange fair.

EDUCATION

- + Southern Illinois University Edwardsville**
Bachelor of fine arts + graphic design / minor - photography
- + Jorge Tadeo Lozano University, Bogotá Colombia + 2003 - 2006**
Three years of graphic design
- + Ecole Supérieur Estienne d' Arts Graphiques, Paris France + 2002 - 2003**
International Class in the DSAA ATC (superior degree of applied arts)
- + Sorbonne University, Paris France + 2002 - 2003**
One semester of geography DEUG (diploma of general university studies)

ADDITIONAL SKILLS

- + Technical Knowledge**
Macintosh and PC platforms; Microsoft Office - presentation & graphic design software (Adobe Suite, Dream Weaver, Flash, HTML, CSS, Corel, Freehand, IWork'09, PowerPoint, etc.)
- + Languages**
Fluent in Spanish, French and partial German and Italian
- + Photography Skills**
B & W photography, digital image retouch, film processing & printing - Fashion - Wedding