



Christian Cruz Dardenne

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## EXPERIENCE

### **Budgit**

January 2017 - August 2017

*Head of Design*

Responsible for defining the brand as well as building the user experience and interface of the product.

### **AarsWells**

October 2015 - December 2016

*Art Director*

Juggled multiple projects for both print and digital jobs including logo design, web design, and ads.

### **Dieste**

April 2014 - October 2015

*Senior Digital Art Director*

Responsible for the creation and execution of interactive media for AT&T's hispanic market.

### **JWT**

May 2013 - April 2014

*Digital Art Director*

Co-worked with a team of Copywriters and Art Directors on social campaigns, brainstorming and producing graphic assets for clients such as Ford, Ritz and Banco Popular.

### **Pixelogic**

Winter 2011 - Spring 2013

*Creative web designer*

Worked close with the Creative director to design user interfaces for mobile, websites and facebook apps resulting in usability improvement and thus reflecting a sudden increase of users (e.g Jose Cuervo Puerto Rico's fan page). Also designed online material such as banners and flash animations for websites.

### **Nobox**

Spring - Winter 2011

*Art Director*

Lead the production team to create visual material for the digital campaigns of Lexus, and Copa Airlines.

### **Partners & Ogilvy**

Summer - Winter 2008

*Freelance - Junior Art Director*

Co-worked with the senior copywriter and the senior art director for the development of digital campaigns and printed promotions.

## EDUCATION

Spring 2016:

Code Immersion  
at Tech Talent South, Dallas

Winter 2014:

Full Stack Web Development  
at Bloc.io

2005 - 2007:

BFA in communication design  
Parsons the School for Design,  
New York, US

2003 - 2005:

AAS in communication design  
Altos de Chavón The School of Design,  
Dominican Republic.

2002 - 2003:

Advertising at UNIBE,  
Dominican Republic.

## SKILLS

- **Photoshop** for assets, final mockups, and image manipulation.
- **Illustrator** for wireframing, vector assets, illustrations
- **InDesign** for editorial design and presentations
- **Blender 3D** for visual experiments and assets
- **Sketch & InVision** for wireframes, layouts, mockups, and prototyping
- **HTML5 - CSS3** for front-end development
- **Bootstrap and Foundation** for rapid prototyping responsive websites
- **Javascript** for front-end development
- **jQuery** for front-end development
- **Ruby on Rails** for back-end development
- **Fluent in Spanish, English and French**

## WORKSHOPS

The Art of Typography,  
with Martin Solomon & Alexa Nosal, Spring  
2003, Altos de Chavón

Experimental Type,  
with Pablo Medina,  
Summer 2004, Altos de Chavón

Editorial Design,  
with Paula Scher,  
Spring 2005, Altos de Chavón