

Sergio M Ribeiro

Art Director » FE Developer

I'm a cross-disciplinary, creative expert with 20 years of experience in the design and marketing landscape. I thrive in bringing ideas to life in a collaborative and engaging manner, while pushing boundaries and exploring uncharted approaches to deliver effective campaigns.

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sergio-ribeiro.com

Union NJ, United States

Work Experience

Art Director and Front End Developer

Marketing Edge Group » 2021 - Present

- Conceptualize strategic initiatives based on client's direction and needs
- Produce initial sprints, including visual concepts of project direction
- Maximize opportunities to collaborate and effectively use team's resources
- Provide feedback and directional communication to creative team
- Perform advanced photo retouching and manipulations
- Produce various marketing materials for print, digital, and web
- Animate videos intended for social media campaigns
- Develop websites using various technologies based on client's needs
- Conceptualize and develop web based applications
- Update and maintain client websites as needed
- Design and develop native IOS applications showcasing client's products
- Finalize and prepare art for print or intended medium
- Perform quality assurance audits on web, print and multimedia projects
- Manage project status both with internal team and with clients
- Expand professional development by learning latest digital technologies

Creative Designer and Web Developer

Freelancing » 2013 - 2021

- Evaluate client's digital technologies and identify improvement opportunities
- Conceptualize and develop websites, e-commerce and web based apps
- Provide website and web related projects maintenance and updating
- Manage communication and integration of server related issues and patches
- Create various web banners, email campaigns and web graphics
- Coordinate with vendors for development strategies and implementation
- Develop Brand Identity strategies for a vast array of clients
- Design various marketing collaterals and manage production process
- Advanced photo retouching and manipulations
- Consult client's in-house designers on brand standards and best practices
- Maintain orderly and up-to-date bookkeeping records

Senior Graphic Artist

The Marcus Group » 2008 - 2013

- Assist Creative Director in developing concepts for print, web, and outdoor
- Oversee a small team of designers on daily duties and various projects
- Trained team designers in design and development software
- Create advanced photo clipping, retouching, and manipulation
- Conceptualize and create various print marketing materials for various
- Manage production of work for print and web related materials
- Conceptualize and designed various packaging layouts
- Create and update various newspaper ads, client websites, and blogs
- Create flash/animated banners and micro sites
- Conceptualize and create various email campaigns and monthly newsletters

Professional Skills

Basic Software

- Mac
- Windows
- Linux
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Outlook / Mac Mail
- Microsoft Teams / Slack
- MailChimp / HubSpot

Design Software & Tools

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premier
- Cinema 4D
- Good Ole Pencil & Paper
- Wacom Drawing Tablets

Development Technologies

- HTML / CSS
- Tailwind / Bootstrap
- Javascript / jQuery
- Vue JS / React JS
- Xcode / Swift
- PHP / Laravel / Slim
- Python
- Expression Engine
- MYSQL Database

Languages

- English - Native
- Portuguese - Fluent
- Spanish - Proficient

Awards

GD USA - 2007 Identity Design - Branding, Logos + Trademarks winner for Creativo logo design

thank you,

Sergio M Ribeiro