



ADRIANA ANDUJAR

199 WITHERS ST. #2, BROOKLYN, NY • T: 917.658.3956 • E: AGE@AGEANDUJAR.COM • W: AGEANDUJAR.COM

EXPERIENCE

G2 WORLDWIDE new york, ny

Presently

Managing Senior Interactive Art Director

Clients: Hertz Car Rental, Pepperidge Farm // Past Clients: Time Warner Cable, Capital One, Eli Lilly, Boehringer Ingelheim & Pfizer

*My work for HERTZ has recently been written up in the New York Times & the Wall Street Journal.

- Creates campaign theme ideas, RM platforms & digital strategies for individual communications that are on strategy & meet communications objectives.
- Responsible for designing both online: UX, mobile web applications, web sites, online advertising units, and offline: print advertising, brochures, catalogs, direct mail & scripts for radio & TV commercials.
- Works in tandem with senior copywriter, account management, project management & production to oversee all aspects of final production for all creative projects.
- Leads all internal and/or client presentations.
- Oversees development of layouts and designs while providing direction to junior creative team members as a more seasoned creative resource within the creative department.

SAATCHI & SAATCHI new york, ny

Lead Interactive Art Director

Clients: Clients: Durex Condoms, Frontline, Acorda Therapeutics, YMCA, etc.

- Created powerful, integrated user experiences using appropriate design theory, content, navigational structures, and best usability practices.
- Assisted client teams with the formulation of internal web strategy.
- Collaborated with outside creative teams, Creative Directors & account teams to ensure designs are consistent with client expectations and overall project goals.
- Traveled locally, country-wide and overseas to oversee photo/video shoots.

DESIGN-O-MATIC new york, ny

Senior Art Director

Clients: Clients: Dimitri Martin, PBS, Verizon, HBO, NIH, The History Channel, AT&T etc...

- Conceptualized & designed interfaces for websites, mobile web applications, products & devices
- Worked in tandem with ECD to generate creative ideas & concepts to fulfill the client's ideas
- Formulated all layout design/presentation approach & specified material details, such as style & size of type, photographs, graphics, animation, video & sound.
- Managed accounts and projects, working within budget & scheduling requirements.

ESPN bristol, ct

Graphics Systems Developer II (Motionographer)

- Created & developed Real-Time animations on Vizrt's Artist platform & provided support for Viz Trio controllers, developers & remote graphics operators as well as all studio shows and events.
- Created 3D & Broadcast animation using After Effects or similar applications.
- Researched & developed ideas for 3-D stereoscopic graphic workflow, build & researching of equipment.



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EXPERIENCE

ESPN bristol, ct

Graphics Systems Developer II (Motionographer)

- Created & developed animations for studio shows & remote events featuring pro sports, college sports and ESPN-made events.
- Worked on special assignments such as graphic development, in-house training, out-of-house training & technical support for packagers, remote freelancers & vendors.
- Traveled to remote events to provide graphic support.

SKILLS

- | | |
|---------------------------|--------------------------|
| + Adobe After Effects CS5 | + Adobe InDesign CS5 |
| + Adobe Photoshop CS5 | + Final Cut Pro HD |
| + Adobe Illustrator CS5 | + Microsoft Office Suite |
| + Adobe Dreamweaver CS5 | + HTML/CSS/FTP |
| + Adobe Flash CS5 | + Mac/PC Platforms |

Other skills include ample experience art directing both photo and video shoots, developing UX, post-production art direction, storyboarding and supervising photo retouching. Some experience in building mobile web applications. Fluency in Spanish & English languages.

EDUCATION

Parsons School of Design, Design & Technology, Bachelor of Fine Arts
The New School, Design & Psychology