



REV DESIGN INTERNATIONAL

Gil Juarez | Creative Director

CURRICULUM VITAE

› **PROFILE**

› **KEY CREATIVE SKILLS**

› **TECHNICAL SKILLS**

› **EXPERIENCE**

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PROFILE

I AM A SENIOR ART DIRECTOR WITH EXPERT SKILLS in all facets of creative direction, graphic design, project management and production, gained not only from operating my own design firm, which I established over 14 years ago, but also from my tenure as in-house Art Director at various companies throughout my career.

My area of expertise is in creating comprehensive brand and identity systems from the ground up for SMBs and startups, from research and conception, to design and development of all online and offline assets.

Having worked the entirety of my career in the field of graphic design, I have a complete and clear comprehension of the ins-and-outs of successfully running a creative business/department. With years of experience as creative lead on a wide variety of projects for a diverse set of clientele, I know how to manage people and all logistics to get the job done on time, with stellar results, regardless of the number of simultaneous projects, deadlines, budgets (or lack thereof), and pressures that come with the territory.

One of my best assets – and I believe the quality of my work will attest to that fact - is my meticulous attention to detail, while never losing sight of how it all relates to and creates the big picture.

Please contact me if you're looking for an experienced professional to hit the ground running and assuredly take over the reins of your creative department.



KEY CREATIVE SKILLS

I HAVE NURTURED AND DIRECTED MY INNATE CREATIVITY to best serve the diverse national and international clients for whom I have had the pleasure to work, and via producing and delivering countless print and digital projects, I have compiled the following list of creative skills to be among my best.

- › **Overall brand strategy and narrative**
- › **Logo design and development**
- › **Typography customization and layout**
- › **Website design and layout**
- › **UI/UX design & prototyping**
- › **Long-form editorial design/layout** (magazine, annual report)
- › **Tradeshow graphics design and development**
(booths, banners, pop-ups, tabletops)
- › **Photo/video shoot art direction**
- › **Image manipulation/optimization**



TECHNICAL SKILLS

GIVEN HOW COMPLEX AND EXTENSIVE most design/development applications are these days, I believe there are few individuals who can truly say they are “expert” in any given program. As for my own technical skills with regards to the following list of programs, what I will say is that I am expert in using them with utmost efficiency (I am self-proclaimed king of keyboard shortcuts) and effectiveness, in order to get the job done on time and on (under) budget.

DESIGN / LAYOUT

Adobe Creative Cloud Suite

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Fireworks
- Flash Professional
- Acrobat Pro
- Bridge

Sublime Text Editor

Sketch (UX/UI Prototyping)

Keynote

Microsoft Office Suite

- Word
- Powerpoint
- Excel

DEVELOPMENT / PRODUCTION

HTML5

CSS3

Sublime Text (Text Editor)

eCommerce Customization
(Bigcommerce Platform)

Wordpress CMS

Javascript (light)

Cyberduck (FTP Client)



EXPERIENCE

REV DESIGN / Creative Director

May 2003 – Present

Specializing in top-to-bottom branding and corporate identity systems (logo, website design and front-end programming, stationery systems, exhibition design; print collateral, print and online advertising) for digital and high-resolution print environments, for a global clientele.

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KABBALAH CENTRE INTERNATIONAL / Senior Art Director

June 2013 – Present

Responsible for designing multiple print and online materials for Kabbalah Centres worldwide, including posters, flyers, logos, responsive HTML email campaigns and newsletters; designed and helped implement UI and UX for back and front end of new Media Request Center (where clients worldwide go to request, select and edit their print and online projects).

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VERESTAR / Art Director

March 2001 – April 2003

Led a small team of in-house and outsourced professionals on various corporate design projects, specific to company brand management on an international scale. Created and managed projects ranging from product logos and sell sheets, to exhibition booth design, posters, brochures, advertisements, diagrams, signage and more.

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INTERPACKET NETWORKS / Art Director › Creative Director

June 1999 – February 2001

Supervised and created the overall brand design and creative management of this pioneering provider of Internet infrastructure and services via satellite. Projects ran the full spectrum from multiple logo designs (company and product logos), website and intranet design, brochures, stationery systems, exhibit design, posters, conference-specific brand projects, advertisements, CD covers, screensavers and more. Supervised and mentored design associates and interns.

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CLIENT LIST

WORLDWIDE IN SCOPE, MY CLIENTS HAVE INCLUDED Fortune 100 industry leaders (General Electric and Comcast, Sun Microsystems), global industrial conglomerates (Anglo American), clean energy leaders (hydrogen fuel cell manufacturer Ballard Power Systems and Dantherm Power), down to specialty products and local entertainment producers. As a result of my experience with clients around the globe, I have a keen understanding of client concerns with regards to project design and development and its potential societal and cultural impact when considering colors, iconography, imagery and more.

TELECOM

AsiaTel
General Telecom
Dialneo
CallBox
DijlaNet
New Global Telecom
Comcast
BBTelsys
EspressoSat

TECH

TechDeForce
TerraCon Technologies
E&S Grounding Solutions
Edge City Networks
SES Global
SeeBeyond Technology Corporation
Sun Microsystems
Strategy & Technology
SOYO TV

SPECIALTY/PRODUCTS

Killofin Home Irish Imports
Martinoff Vodka
Ecoboogie
Jurni Tea
Bean & Gone
Infinity O₂ Water
The Company Jet

ENERGY

General Electric
Ballard Power Systems
Dantherm Power
Anglo American
Integral Energy Systems

ENTERTAINMENT

American Jam
Terry Hanson Band
James Albin Band

EDUCATION/NON-PROFIT

VON Coalition
Kabbalah Centre International
McGraw Hill Publishing
America Career College



REV DESIGN
INTERNATIONAL

CURRICULUM VITAE

EDUCATION

UNIVERSITY OF ARIZONA / B.A. Program – Studio Art

Curriculum focused on Graphic Design and Illustration

Quigley South High School

Chicago, Illinois