



Javier Inductivo

Art & Creative Direction Wrangler

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08.17 – PRESENT

CONTRACT SENIOR ART DIRECTOR / PHOTOGRAPHER

NYCEEC

Contracted to create quarterly digital & print assets including financial reports, case studies, property evaluations and email blasts.

Group photos, portraits, environmental portraits, architectural photography. Shooting extensive photo and video content and updating their library.

05.19 – 03.22

FULL-TIME SENIOR ART DIRECTOR / DAY-TO-DAY CREATIVE BRAND MANAGER

HEALTHCARE CONSULTANCY GROUP

Hired as the creative lead of the NYC office and a team of five. Responsibilities also included acting as a liaison to clients, account & medical teams, internally and externally.

Besides maintaining direct client relations, helping to bridge the gap between different creative disciplines was also a common function.

Day to day duties include: analyzing client ask and determining appropriate execution, procurement of creative talent needed per project; ensuring creative quality is kept at a high caliber and still adheres to brand and regulatory board guidelines; utilized for various conceptual and design tasks ranging from storyboards to conference experiences; mentoring junior art directors and designers.

Assigned as the creative brand manager for eventual creative approvals on several brands including Pfizer, Bayer and Verquvo.

11.18 – 04.19

FREELANCE SENIOR ART DIRECTOR

WILDTYPE

Contracted to create various designs for print, interactive media, ad banners and videos (including storyboards) for Breast Cancer Awareness, Keytruda, Lymparza and Ontruzant.

02.18 – 11.18

FREELANCE SENIOR ART DIRECTOR

The Bloc

Contracted to help create a new brand and add to the Farxiga family. A new brand hierarchy was to be established while keeping 4 indications in the same aesthetic.

Assisted with designs for various print & digital assets for AstraZeneca, Amarin, Merck, Regeneron and Sanofi.

03.17 – 01.18

CONTRACT CREATIVE DIRECTOR

VISION FLOURISH

Contracted to create a brand for newly founded sustainability-marketing firm, Vision Flourish.

Helped to create ongoing content for educational series aimed at showing cities and corporate entities how to adopt more sustainable practices.

Deliverables included brand exploratory, naming exercises, logos, website, training materials and various print collateral.

07.13 – 01.17

FREELANCE SENIOR ART DIRECTOR

VISUAL ALCHEMY GROUP

Two successful pitches acquiring Alcon and AstraZeneca.

Helped concept conference experience and booth designs for Performist and AstraZeneca.

Created various designs, for print interactive media, ad banners and videos including storyboards for Asthma Awareness, Chronic Granulomatous Disease Awareness, Merck, Singulair and Xiidra.

04.16 – 07.16

FREELANCE SENIOR ART DIRECTOR

MERKLEY + PARTNERS

Contracted to create concepts for an integrated campaign for Mercedes-Benz. "Under the Star" concept developed. Deliverables included new designs for print ads and ad banners.

Concept included designs for an app where augmented reality was incorporated and customers could customize their vehicles and follow up at a local dealership.

02.08 – 01.15

FREELANCE SENIOR ART DIRECTOR

RAPP COLLINS

Collaborated with strategists to define strategy and messaging for various 360 campaigns including HP, OneTouch and Lactaid.

"Without Boundaries" concept chosen for the HP experience at VM World conference featuring David Blane as the host of the HP event.

Three successful RFP proposals obtaining Humana, Macy's, and NicodermCQ.

Created various designs, for print, interactive media, websites and video including storyboards for Gerber, HPV.com, HP, Travel Channel's No Reservations, Mercedes, Verio IQ and Viagra.

12.13 – 04.14

FREELANCE ASSOCIATE CREATIVE DIRECTOR

SAATCHI & SAATCHI

Contracted to create a 360 Campaign for the Toyota Prius. Task included over-arching concept, new design and direction; execution of print, online and social advertising; print and online collateral; interactive sillelet where users could customize their Prius; 15, 30 & 60 second videos for online and broadcast usage.

An integrated "Whoa..." Campaign was also created for the Toyota Sienna. Deliverables included print and online advertising collateral; interactive sillelet where users could customize their Sienna.

10.13 – 11.13

FREELANCE SENIOR ART DIRECTOR

CDMi CONNECT

Contracted for RFP work and successfully gained new client, TOBI. A new customer care program was to be developed under the current design systems. Deliverables included various proposed print and digital assets including designs for conference booth.

08.13 – 09.13

FREELANCE SENIOR ART DIRECTOR

DAGGERWING GROUP

Contracted for the launch of new web design, emails, print + banner ads, and interactive learning modules for a Diabetes Awareness campaign.

06.13 – 07.13

FREELANCE SENIOR ART DIRECTOR

MERCEDES-BENZ USA

Contracted for new designs of various print collateral that included collectible "baseball cards"; desk and wall calendars; mailers and new customer welcome packages for The Mercedes-Benz Roadside Assistance Program.

07.12 – 08.12

FREELANCE SENIOR ART DIRECTOR

VML

Contracted for consumer web + print campaign for Hewlett-Packard announcing spotlight items for the upcoming holidays.

08.11 – 09.11

FREELANCE SENIOR ART DIRECTOR

ARNOLD

Contracted to re-brand Simple; design full 360 campaign spear-headed by social media, guerrilla tactics and pop-up interactive booths, displays and digital projections. All working in concert to ultimately "like us" on Facebook and lead to the soon-to-be-created Simple-USA.com site.

02.09 – 12.09

FREELANCE SENIOR ART DIRECTOR / PHOTOGRAPHER

OPTIMISTICO

Contracted for designs/branding for newly acquired client Performance Physical Therapy. Photography for print & web collateral.

10.09 – 11.09

FREELANCE SENIOR ART DIRECTOR

CLINE DAVIS & MANN

Contracted for re-branding; web + print campaigns for Tobi and TobiCare Program.

06.09 – 09.09

FREELANCE SENIOR ART DIRECTOR

THE CEMENT BOND

Contracted to assist with design initiatives on various brands both print and digital.

06.08 – 09.08

FREELANCE SENIOR ART DIRECTOR

JWT

Contracted for U.S. Marines print & web campaign, site redesign.

Custom mailers were designed to tell the narrative of 3 profiles and benefits afforded them that included a narrative leveraging children's "workbook- type levers" giving the print pieces an interactive feel.

12.07 – 04.08

FREELANCE SENIOR ART DIRECTOR

IMC²

Contracted for Dr. Scholl's site redesign. Hundreds of pages were designed using a tertiary-leveled architecture. UI and functionality included online purchases. Ad banner campaign.

05.07 – 12.07

FREELANCE SENIOR ART DIRECTOR

MRM WORLDWIDE

Contracted for site design; print and web campaigns for MasterCard; UX/UI/Design for homepage slider experience.

Saks Fifth Avenue Partnership campaign Strategy, Concept and Designs for print & ad banners.

07.06 – 10.06

FREELANCE SENIOR ART DIRECTOR

WUNDERMAN

Various integrated web & print campaigns for Chevron, Citibank, MasterCard and Chantix.

FREELANCE SENIOR ART DIRECTOR

DIGITAS

11.02 – 02.06

Hired back on a freelance basis after massive lay-offs in 2001. Clients included American Express, Barnes & Noble, Crown Royale, WWF, Aveda, Captain Morgans, NY Times.

02.03 – 05.03

FREELANCE ART DIRECTOR

THE SLOAN GROUP

Contracted for Banner campaigns for The MGM Grand, Sony Interactive.

06.02 – 12.02

FREELANCE ART DIRECTOR

JACK MORTON

Graphic design for: various Broadcast TV Sets, Conferences, Mobile Marketing Events. Large format designs for truck wrappers & billboards. Clients included Sports Illustrated and the International Olympic Committee.

11.99 – 10.02

FULL-TIME ART DIRECTOR

DIGITAS

Held lead & support positions in preliminary, implementation, & conclusive stages of complex web-builds. Process entailed: site maps, user-flows, branding exercises, design critiques, focus groups, usability labs, & oversight of production.

Created concepts and designs for online, print & direct-mail campaigns. Supervised design implementation. Conferred with marketing teams to determine appropriate media buys. Success of campaigns later appraised by measurement teams.

Produced custom interfaces/interactive videos to address various client needs. Lead team of designers, animators, editors, programmers & copywriters to find solutions for problems which common mediums could not facilitate.

08.97 - 11.99

FULL-TIME SENIOR DESIGNER

NJ.COM

Creative head for high volume advertising department. Conceived designs/concepts for extensive sitelets and animated Ad Banners.

Created page layouts for various features and sections. Contiguously created graphics for daily headlines and late-breaking news.

EDUCATION: 01.92 - 12.96

CUNY BACCALAUREATE PROGRAM

BROOKLYN COLLEGE; CITY COLLEGE; F.I.T.

Accepted to create tailor-made, matriculated BA curriculum; designed by myself to include graphic design and digital photography, then not offered at any institution.

CLIENT LIST BY INDUSTRY

AUTOMOTIVE & TRANSPORTATION

Alamo
Chevron
Delta
GMC
Ford
Honda
Mercedes-Benz
Toyota

BEAUTY & FASHION

Aveda
Saks Fifth Avenue
Simple

CONSUMER / RETAIL

AOL
Barnes & Noble
Dr. Scholl's
Gain
Gerber
Lactaid
Rockaway Bedding
The Source

CONSUMER ELECTRONICS

Dell
Sony

FINANCIAL SERVICES

American Express
Citibank
MasterCard

EDUCATION

Teach for America

FOOD & BEVERAGE

Crown Royale
Captain Morgans
Diner's Group
Johnny Walker

GOVERNMENT

NYCEC
The US Marines

HEALTHCARE / PHARMA

Alcon
Asthma Awareness
AstraZeneca
Bayer
Chantix
Delta Dental
Humana
HPV Awareness
Merck
NicodermCQ
OneTouch
Pfizer
Sandoz
Singular
Tena
Tobi
Verquvo
Viagra
Xiidra

MEDIA & ENTERTAINMENT

Beyonce
The New York Times
NJ.com
Sony Entertainment
World Wrestling Entertainment

NON-PROFIT & INSTITUTIONS

Vision Flourish

REAL ESTATE

ReMax

SPORTS

International Olympic Committee
MLB
Sports Illustrated

TOURISM & DESTINATIONS

Sheraton
Starwood
SPG
St. Regis
W Hotels

TECHNOLOGY

HP

