



CARLOS ESTRADA

ART DIRECTOR

NUTSHELL

Good natured weirdo, bilingual, and passionately curious. I get my kicks from collaborating on projects, especially when they're championing marginalized voices. My heart always leads and my mind figures out how to get there.

SKILLS

- Illustrator
- Final Cut
- Photoshop
- Branding
- Indesign
- Interior Deco
- Lightroom
- Photography
- Illustration
- Spanish
- Bartending
- Curation

CONTACT

Mail: convisn@gmail.com
 LinkedIn: [/convision/](https://www.linkedin.com/company/convision/)
 Site: convisn.com
 Instagram: [con.vision](https://www.instagram.com/con.vision)
 Phone: 813.298.7892

EXPERIENCE

GET TIGHT LOUNGE

Brand / Bar / Music Venue

Art Director / Bartender 2023 - 2024: Responsibilities include creating a cohesive visual identity for deliverables within an already-existing set of assets. There was concept development for events, initiatives, and designs. Demonstrated proactive approach with attention to detail.

INDEED

Job Platform Tech Company

Art Director 2022 - 2023: Demonstrated cross-functional collaboration in-house to develop innovative programs, Social campaigns, and immersive activations at industry events. I was also engaged on set to assure the shoot captured the necessary deliverables.

ARTS AND LETTERS

Independent Creative Company

Art Director 2021: Worked with clients like Google, MSNBC, ESPN, and others to bring their brands to life via Video, OOH, Print, and Social. Worked with a copy partner, directors, editors, and sometimes artists to find the visual language that would convey the message with the most strategic impact.

SKATEPARK OF TAMPA

Globally Recognized Skatepark & Shop

AD / Shop Manager 2020: Did concept development for both print and store displays to create a cohesive narrative of the brand. Ran the shop and skatepark with a creative eye in order to improve touchpoints in the UX. I created lots of pitch work for national events and programs as well.

APPLE @ MARCOM

Global Tech & Services Company

Art Director 2019: Served on the Instagram, YouTube, and Advertising teams to create compelling stories and narratives around the people and products that make up Apple. I created storyboards, pitched social projects, and helped curate artist collaborations for multiple big ticket releases as well.

DDBH

Award Winning Creative Health Agency

Art Director 2018: I worked alongside a copywriter to deliver creative deliverables that fell within the regulations of the FDA. I also helped innovate design assets, make comps of print deliverables, and update existing materials for pharmaceutical clients.

HAVAS NYC

Award Winning Full-Service Ad Agency

Art Director Intern 2017: The internship duties included pitching for new business, creating assets for a disrupter brand launch, concept development/storyboarding for coffee brands, and creating visual identities for non-profit organizations. Participated in illustration projects for in-house initiatives.

EDUCATION

UNIVERSITY OF SOUTH FLORIDA

Zimmerman School of Advertising + Art Certificate

Graduated Spring 2017 Summa Cum Laude 4.0