

Vladimir Herrera

Interactive Art Director

715 Gresham PL NW
Washington, DC 20001

T (202) 413-4131
F (202) 747-7758
email@igraphi.com
www.igraphi.com

OVERVIEW

I am an award-winning interactive art director with over 12 years of experience conceiving, developing, and implementing design solutions. I specialize in working together with clients, creative directors, editors, programmers, and copywriters to carefully design products that work best for each particular project and target audience.

I have the ability to provide detailed customer service and have excellent verbal and written communication skills in English and Spanish. I am Organized, self-motivated, have strong leadership skills, and I am able to multi-task in fast pace environments.

PROFESSIONAL EXPERIENCE

Interactive Art Director, IGRAPHI (www.igraphi.com) | 02/2002-Present

Create, produce and develop marketing, promotional, and educational materials in any format: digital, video, and print. Currently working on the new banding of www.aids.gov. Major works: development for H&R Block's award-winning site in Second Life, a digital 3D virtual world platform; www.StandNow.com, a website for the Drug Free America Foundation; the Panamanian Institute of Tourism website — www.feelpanama.com; and the F5 Real State Panama website — www.f5realestate.com.

Creative Consultant, World Bank | 04/2009-present

Create, produce and develop marketing, promotional, and educational materials in any format: digital, video, and print. Currently involved in creating a multimedia product as well as educational materials and marketing tools.

Multimedia Specialist, The International Monetary Fund | 06/2007-02/2009

Designed, created and produced websites, Flash applications, identities, branding, posters, book covers, brochures and collateral materials. Major works: The "About IMF" web pages — www.imf.org/external/about.htm, the "Key Issues" web pages — www.imf.org/external/np/exr/key/lending.htm, the "IT Sourcing Mid-Transition Celebration", a 15 minute Flash pictorial piece that incorporated music and multiple scripted animations, the promotional welcome package for the World Economic Financial Surveys—including folder design, CD covers and flier designs, the interactive "IMF Home Leave Calculator" (a Flash application), "Handling Security Information" (a Flash educational tool about document security), the



branding for "Desktop at IMF" (a group for SharePoint applications), and the branding for the Office of Technical Assistance Management.

Creative Director, The Media Network | 03/2006-05/2007

Developed all creative products for the firm's clients. This included creating and communicating concepts; implementing marketing strategies; and developing design solutions working within budget and scheduling requirements; led a collaborative team of designers, copywriters, information architects and content analysts throughout the creative and production process. Major works: the branding for the National Highway and Traffic Safety Administration's Hispanic Occupant Protection and Impaired Driving — www.stopimpaireddriving.org/planners/worldcup2006/index.cfm, and www.stopimpaireddriving.org/planners/Holiday2006/Spanish_2006/index.html among others; the branding for the U.S. Department of Energy "Biomass Program" — www1.eere.energy.gov/biomass/index.html; the Environmental Protection Agency (EPA) Waste Management Office's "English as a Second Language" toolkit — www.epa.gov/epawaste/education/pdfs/tesol.pdf, and the EPA Waste Management Office's "Your Environment, Your Choice" website — www.epa.gov/epawaste/education/teens/index.htm.

Senior Designer/Art Director| BETAH Associates | 02/2001—03/2006

Worked on the artistic development of marketing, promotional, and educational materials; procured illustrations and stock photography for all designs; contacted vendors for the production of deliverables; ensured that all project deadlines were met and executed within budget. Major works: the branding for the DHHS/OHAP HIV/AIDS Observance Days and its website — www.omhrc.gov/hivaidsobservances, the official U.S. Government branding for World AIDS Day. As seen at the 2005 White House presidential proclamation — www.whitehouse.gov/news/releases/2005/12/20051201.html; and the Family Support website — www.addfamilysupport360.org.

Interactive Senior Designer | NASA HQ | 06/1999—02/2001

Designed, created and produced interactive multimedia CDs, websites, exhibits, posters, books, logos, brochures and collateral materials. Major works: the International Space Station Space Commercialization interactive CD and website — www.commercial.nasa.gov; the NASA Oceanography Department interactive CD, "At Work in the Ocean"; the NASA Commercial Technology Network's Aerospace Technology Innovation booklet — www.nctn.hq.nasa.gov/innovation/Innovation_81/innovation.html.

Creative Director; Contract Advertising | 11/1997-06/1999

Managed creative department, including projects and staff, and was responsible for overall quality of work produced by the department; created 27 quarterly magazines from concept to completion; scanned and color-corrected images and optimized them for a four-color print

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process; produced collateral and promotional work, logo designs, branding, and product positioning; supervised mechanical and printing processes; designed and maintained the company's website — www.contractco.com.

Interactive Designer; Different View | 06/1997-11/1997

Assisted with the pre-press production of four-color stationary and magazines; advised on the procurement of hardware and software; assisted in the development of the Deutsche Bank website — www.db.com.

Art Director, The Virginian-Pilot | 02/1995-06/1997

Created display ads for the Classified Department, which required interaction with and input from 30 sales representatives; managed seven accounts and assisted in the training of automotive and real estate artists on Adobe PhotoShop; advised on the procurement of hardware and software; established contacts with newspaper organizations, vendors, and consultants to maximize production success. Major products included: the creation of NewCars Magazine, its editorial layout and ads for all accounts.

EDUCATION

University of Panama, Panama, Architectural Design—1988-1992
Montgomery College, Rockville, MD, Graphic Design—1995

CORE SKILLS

I am an expert in the following technologies: Illustrator, Photoshop, InDesign, Flash, DreamWeaver, Director, AfterEffects, Acrobat, and MS Office among others. I have an intimate knowledge of web standards, usability, 508 accessibility and universal design, HTML, XML, JAVA, FLASH, and CSS.

HONORS

Winner of the 2000 NASA Honor Awards' Special Service Award for the creation of the Policy and Plans Flash Web site. Winner of the 1995 Cover competition for NewCars Magazine.

REFERENCES

Padraic Hughes, Multimedia Department, Section Chief, (202) 623-6914, phughes@imf.org
Fernando Eleta Casanovas, Executive Director, (202) 623-1036, fernandoe@iadb.org
Miguel Gomez, Director of AIDS.gov, (202) 669-4368, MGomez@OSOPHS.DHHS.GOV
Beth Beck, NASA Headquarters, NASA.gov Editor, (202) 358-4541, beth.beck@nasa.gov
Col. Hugo Vazquez, TRADOC, ARMY, Chief of Staff, (305) 401-3075, vazquezgh@msn.com

PORTFOLIO

www.igraphi.com/portfolio.html

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