

PATRICIA CALDERON

CREATIVE DIRECTOR + ILLUSTRATOR + BRAND MANAGER

EDUCATION

2006 - 2009 UNIVERSITY OF TEXAS *Arlington, Texas*
Bachelor of Fine Arts *Visual Communications*

2003 - 2006 UNIVERSITY OF TEXAS *El Paso, Texas*
Bachelor of Business Administration *Marketing*

BACKGROUND

3/2014 - Present AMERICAN HEART ASSOCIATION *Dallas, Texas*
Senior Digital Art Director + Producer + Brand Manager

Oversee layout and art, including infographics and video, on content pages. Produce media for multiple platforms such as, social media, inside pages and news outlets. Maintain brand and content assets. Assist other departments with brand management and art needs. Create digital strategies for higher volume of traffic on organization's sites and partnership's sites.

9/2012 - 2/2014 BRIX HOLDINGS *Dallas, Texas*
Graphic Designer + Brand Manager

Create in-store and online graphics. Develop, coordinate and execute marketing campaigns for multiple franchises. Manage marketing calendar and budget. Organize grand openings and special events for franchisees.

11/2009 - 11/2010 DAY 6 CREATIVE *McKinney, Texas*
Graphic Designer + Illustrator

Product and packaging design, including illustrating and photo manipulation. Manage print production overseas with timely support. Design, brand/re-brand and create style guides for various games and toys.

11/2010 - Present CS CREATIVE *Dallas, Texas*
Freelance Illustrator + Animator + Developer

Illustrate and animate holiday and annual greetings. Create interactive and engaging content for clients and prospective business partners.

8/2009 - 11/2009 **Graphic Design Intern**

Logo, print and web design. Organize client list for monthly newsletters. Maintain agency's website.

EXPERTISE

Animation + Art Direction + Branding + Brand Management + Brand Positioning + Copy Writing + Content Management + Content Creation + Core Messaging + Creative Direction + Digital Design + Environmental Design + Event Planning + Illustration + Packaging Design + Photography + Production + Project Management + Prototyping + Style Guides + Strategy + Typography + Video Production + UX/UI Design + Web Design

Adobe Creative Suite (Ae, Ai, An, Dw, Id, Pr, Ps, XD) + Microsoft Office (W, O, P, E) + HTML 5 and CSS + Wordpress, Oracle, Sitecore, Sprinklr (CMS) + Trello, Wrike, Basecamp (Project Management)