



de-cruz.com (506) 8369.7959 danielcruz@gmail.com

I've been working in the design field for the last 10 years, doing web projects and managing creative talent.

With strong knowledge of design tools. I learn fast. I find solutions, also I know how to work under critical situations. I'm a multi-task designer, I can handle several projects at the same time, and I work well with people, both - clients and peers. As designer I love challenges, trends and the wide-range of design environments: identity, package, 2D, layout and fonts, illustration and photography.

I design brochures, logos, banners, websites, emails, and collaterals. My background includes art direction, management, business development, client support and customer service. I can help as technology consultant for internet business, website optimization and internet strategies.

CURRENTLY I'M A FREELANCE DESIGNER WAITING FOR PROJECTS

2008-2011 avVenta Worldwide S.A. Heredia, Costa Rica
Creative Director

Responsible for the creative direction across emails, online advertising, websites, and promotional sitelets for direct brands such as ebay, sony, sandow media, gatorade, royal caribbean, target, traffic market place, blackbaud, and le creuset. Also I did collaborate for advertising agencies: ogilvy, bright roll, tequila, integer, level studios, tbwa, pistol studios, iv group, scripps, digital day, and leo burnett.

2006-2008 avVenta Worldwide S.A Heredia, Costa Rica
Creative Lead

Responsible for the visual integrity across the websites and promotional sitelets of GM brands: Pontiac, Buick, GMC, Hummer and Cadillac. I was also in charge of Creative Quality Assurance. At the same time I did avVenta's collateral material: websites, brochures, flyers, and emails. Responsible to keep the visual unity across the online and offline design for the company.

2000-2006 BoS Costa Rica S.A. San Pedro, Costa Rica
Senior Web Designer

Responsible for all foreign websites, also BoS' 3 main websites: sports betting, online casino and a virtual poker room for US clients. I did also print ads for US sport magazines, and collaterals: brochures, flyers, cards, catalogs, promotional articles and more.

for recent work please visit www.de-cruz.com and also my [photoblog](#).