

Victor Velez

Parsons School of Design
Creative Director
<http://victorvelez.com>

SPECIALTIES

Creative Direction and digital strategies, eCommerce, mobile, social media design, concept development. Branding, team development & leadership, user experience, typography, presentation skills, luxury goods including current web standards. Fluent in Spanish

TOOLS

Platforms: MAC, PC

Software: Adobe Creative Suite 6
Keynote, Pages, MS Office, After Effects, Video Editing (Final Cut Pro)

Languages: HTML5, AS2

Strong Knowledge:
CSS, Wordpress

FIND ME

LinkedIn:

linkedin.com/in/victormvelez

SITE REDESIGNS

EsteeLauder.com
smithsonianchannel.com
sephora.com
biore.com
jergens.com

EXPERIENCE

Estee Lauder [02/12- Present]

Define online identity across all digital channels for both B2B as well as B2C, for EsteeLauder.com while providing creative direction for US brands. Supervision of multiple projects and designers to ensure quality of all deliverables. Also, design digital strategies including mobile, web, social and user experience. Oversee outsourced creative along with thought leadership with various agencies including, MRM, JWT, Ogilvy and Organic.

Avon Products, NY, NY – Creative Director - [1/11 - 2/12]

Responsible for defining Avon's online identity for B2B/B2C sites of North America. Supervised the online team to deliver on creative briefs and project initiatives received. Work cross-functionally with marketing teams to deliver on key objectives. While overseeing project planning, user experience, design and front end development to ensure quality of work produced. I also partnered with analytics to harvest Omniture data, trends and KPIs, in order to drive traffic, click through, sales and conversion while increasing order value.

ArnoldNYC, New York, NY – [05/08-1/11]

Design digital campaigns and strategies for Hershey's, Timex, Clinique. Supervise digital creative team in order to establish and secure brand efforts while ensuring high quality of work. Manage photo shoots while remaining within budgetary guidelines. Work closely with CCO, John Staffen to develop new business campaigns in response to RFPs in order to gain new business.

Elizabeth Arden, New York, NY – [11/06-05/08]

Prepare strategic concepts and designs. Create in-house training "mood" video presentations and websites. Projects included fragrance launches for Mariah Carey, Danielle Steele, Hilary Duff and Britney Spears. Design fragrance websites and rich media.

Foote, Cone and Belding, NY, NY – Art Director [06/01-11/06]

Create interstitials, websites and rich media advertising for such brands as Compaq, HP, Samsung and Clairol. Created concepts and supervised junior designers and flash programmers throughout projects to ensure consistency of work.

Modem Media, NY, NY – Art Director [2/99-06/01]

Establish and design an online brand presence for such clients as M&M/Mars, Cosmogirl and Delta.com. Manage projects from concept to completion. Supervise and mentor junior staff.

Sephora.com – Online Art Director [9/98-02/99]

Work closely with the Editor-in-Chief to create the online magazine used to generate sales both online and in-stores. Supervise shoots, work closely with editors while supervising art directors, designers and developers in order to maintain shop site on a monthly basis.

OgilvyInteractive, NY, NY – Online Art Director [1/95-09/98]

Create promotional rich media advertising and establish an online brand for clients such as Jaguar.com, Tivoli.com, GTE and IBM.