



Maria Elena Galvan, Interactive Art Director

Email • LinkedIn • Portfolio

760 831 4762

SUMMARY

Creative Interactive Director with progressive leadership skills, UI/UX direction and acumen, Artistic vision leveraged to lead innovative media, that creates an immersive interactive experience.

- UI/UX Responsive Design (Prototyping and Wire-framing)
- Mobile App and design and process
- Creative & Art Direction
- 360 Marketing content: Responsive Web, OTT Content, CRM email campaigns, Social Media, Mobile App, Paid Media advertising
- Interdepartmental Collaboration
- Produce video and still photo shoots. Casting, directing and producing.
- Outsource, creative and vendor Management
- Client Creative Presentation
- Project Management
- Direct Art Team Management and Career Development
- Brand guidelines & Mood boards
- Design, branding & identity
- Video storyboarding
- Packaging design
- Retail signage design
- Attend press check, print procedures: four color, spot colors, custom inks, digital, Litho, Screen, Rotogravure and Flexo printing.

PROFESSIONAL EXPERIENCE

Malena Studio (Freelance Design)

Title: Interactive Brand Consultant and Interactive Art Director - October 2008 - Present

- Produce and strategy as an independent Interactive Art Director. Beauty, Pharmaceutical and Fitness brands.
- Interactive Art Direction, defining client objectives and critical paths. Executing process of Interactive 360 marketing campaigns: Brand Identity and guides, Digital video and touch point signage, Digital sales aids, UI/UX Responsive design, CRM email campaigns, Mobile App design, OTT content, social media interaction, branded print, signage, POP displays, catalogs, press checks and packaging design.
- Producer for video and still photo shoots (Producing, story boarding, coordinating, casting, location, budget and post production)

Brands:

- BOTOX (cosmetics and therapeutic)
- JAFRA Cosmetics
- Cool Sculpting
- Ardell Lashes
- Juvederm
- Murad Skin Care
- Victoria's Secret
- IBD Nails
- L'Oréal Urban Decay
- Latisse
- Speedo USA

Pacific Communications Agency

Title: Interactive Art Director - January 2014 - October 2019

- Art direct interactive content (Video, app design, digital sales aids, social media, keynote presentations, web design and emails)
- Art direct and Produce video content for signage, promotion and social media.
- Web design for responsive branded websites, defining and targeting user experience and interactive process.
- Email responsive design for branded targeted audience interaction.
- App design for brand anatomy program and Digital sales aids.
- Touch point digital panels for trade show digital interactive sales aids

Key Achievement:

- Highly merited for spearheading client objectives, which scaled new business accounts for the agency and conversion rates.

Wet Seal - Arden B

Title: Designer - August 2011 - December 2013

- Design, management and production for two fashion brands. Collaborate with the Creative Director in managing the design team and process, photo shoots, scheduling deadlines with production manager, delegating projects and providing creative brief, and approving final art mechanicals. Manage the approval process and coordination of artwork with print vendors. Attend press checks, art direct product lay down photo shoots, and design targeted marketing collateral into visually engaging creative.

Key Achievement:

- Strategically collaborated and assisted the Creative Director in managing the creative team and leading promotions to high conversions.

Dermacia Skin Care

Title: Head of Graphic Design - April 2010 - July 2011

- Incorporated the design process for packaging, collateral, web design and direct marketing campaigns.
- Collaborated directly with Marketing Directors, Corporate Executives, Creative staff and Vendors on product development and product objectives.
- Managed designs for four brands from concept to completion, including photo shoots, attending press checks.

Key Achievement:

- Developed corporate website in conjunction with design and management of packaging and print collateral.

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PROFESSIONAL EXPERIENCE CONTINUED

Murad Skin Care

Title: Senior Designer • December 2007 - March 2010

- Successfully implemented processes for design and production of skin care catalog and Packaging. Catalog completed on time and under budget. Represented Murad at press checks nationally.
- Collaborated interdepartmentally with marketing team to produce successful product advertisement campaigns.
- Led key role in developing private label branding, packaging, direct marketing and retail presence for spa and skin care products that engendered overwhelming customer satisfaction.
- Skillfully managed packaging production process and press checks for Victoria's Secret Bare Fruit product.
- Profitably managed Murad projects - from launch meeting, scheduling, defining objectives and critical paths, interfacing with marketing team, executing change processes, and ensuring vendors receive final artwork.

Key Achievement:

- Designed highest selling holiday packaging and highest corporate sales conversions.

American International Beauty Industries

Title: Lead Graphic Designer • April 2006 - December 2007

- Assumed Creative Director duties when director was off site.
- Supervised production of catalog for international health and beauty products.
- Coordinated project requests, product photo shoots, mentored novice designers on technique and design style.

Key Achievement:

- Award for innovative packaging and marketing achievement.

Thane International - Xebec Productions

Title: Art Director • June 2005 - April 2006

- Successfully developed, coordinated and designed retail packaging for Health, Beauty, Fitness and Housewares products distributed through direct response marketing.
- Efficiently managed product photo shoots (Art Direction, scheduling, casting and coordinating).
- Superior design graphics for infomercials, website, Brand logos, brochures, instructional manuals, catalogs and ads.

Key Achievement:

- Designed successful packaging distributed via QVC.

EDUCATIONAL BACKGROUND

- Gnomon School of Visual Effects, Interactive Art, 3D Graphics: Modeling, Lighting, Animation, Texture Mapping
- California State University San Bernardino Graphic Arts
- College of the Desert: Associate degree in Liberal Arts

FULL CAREER HISTORY

Malena Studio (Freelance Design) - Interactive Brand Consultant and Interactive Art Director

Pacific Communications Agency - Interactive Art Director

Wet Seal - Arden B - Designer

Dermacia Skin Care - Head of Graphic Design

Murad Skin Care - Senior Designer

American International Beauty Industries - Lead Graphic Designer

Thane International - Xebec Productions - Art Director

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SKILLS & SOFTWARE

- Adobe Creative Suite: Photoshop, Illustrator, XD, Indesign, Premiere, After effects.
- Figma
- HTML
- Apple Keynote
- Microsoft applications (MS word, Power Point and Excel).
- Concept Art Creation
- Client Pitching and Presentations
- Team Development & Training
- Graphic Design, Branding, Social and Paid Media Creation
- Video and photo-shoot storyboarding
- Video Production & Motion Design
- Project management, training, presentation skills
- Produce video and still photography (creative direction, coordinating, casting, set scheduling and budget).
- Expert Photoshop touch up skills.
- Thorough knowledge of print procedures: four color, spot colors, custom inks, digital, Litho, Screen, Rotogravure and Flexo printing.

HOBBIES & INTERESTS

- Entrepreneurship
- Creative Conferences
- Meditation & Self-Improvement
- Boxing and Muay Thai Kick-boxing
- Food and Cooking
- Travel and History

COMMUNITY CONTRIBUTIONS

- Volunteer for St. Monica Youth Ministries Association, holiday charity dinners
- Volunteer for Second Harvest Food Bank of Orange County, Inc.