+Oscar Alvarez

STRATEGIC CREATIVE
DESIGN THINKING + CX + UX + UI

616.321.053

OSCAR@LASUMA.NET

WWW.LASUMA.NET

BIO

During the last 15 years of professional experience I have developed projects within the creative industry in various areas such as branding, graphic design, digital, retail design, corporate events, furniture design and illustration. From the initial conceptualization with its subsequent creative development, to the practical implementation of the proposal. I have led creative teams and in other occasions I have worked autonomously, always with the objective of offering strategic answers that align objectives and resources to reach the objectives in the most efficient way, contributing in the long term to the creation of value for the brands that I have been hired.

EXPERIENCE

ART DIRECTOR | Ascensium Consulting | 05.2017 - Current
Art direction focused at dental clinic sector, projects on Branding (Brand, manual, positioning,naming,etc) and Digital Comunication (Web, e-commerce,WordPress, apps,etc).

STRATEGIC CREATIVE | +OA | 06.2016 - Current
I provide creative answers with strategic vision for projects on Branding (Brand, manual, positioning,naming,etc), Digital Comunication (Web, e-commerce,WordPress, apps,etc) y Retail Diseño (Stand, shop, hotel, restaurante, financial, furniture, etc).

SENIOR DESIGNER | Delgado Partners | 06.2013 - 06.2016
Creative project management and implementation. Through the Customer Experience strategy, conceptualization, development and implementation of business transformation projects, involving branding, environments (physical + digital), communication, culture and supply.

WEB CHIEF EDITOR | BerryNation | 08.2012 - 05.2015
Development and administration of the website www.berrynation.es about the BlackBerry platform, creating quality content that emphasizes the value of the brand and its products / services, amplifying that value through interaction through social networks.

SENIOR DESIGNER | Senteo International | 05.2010 - 06.2013
Creative management and project implementation. Conceptualization, development and implementation of projects on branding, interior design, retail design, graphic and multimedia communication.

DESIGNER | Freelance | 02.2005 - 05.2010
Creative direction and development of interior design projects, ephemeral architecture, plv, 3D, graphic, branding, web and illustration.

DESIGNER | Albanta Design & Productions | 02.2007 - 06.2007
Creative project management and control of the production of advertising projects, ephemeral architecture, events and marketing.

DESIGNER | Steinberg & Asociados | 10.2006 - 02.2007
Creative project management and control of the production of advertising projects, ephemeral architecture, events and marketing.

DESIGNER | INK Group | 02.2006 - 10.2006
Development and production of projects of ephemeral architecture, interior design, applied graphics, plv and organization of singular events.

DESIGNER | Pumarin Warehouse | 01.2004 - 02.2006
Measurements, budgets and production of equipment projects for educational centers, public administrations and companies.

EDUCATION

RESPONSIVE WEB DEVELOPMENT WITH HTML5 AND CSS3 | Domestika | Madrid, Spain | 2016
Semantics, gradients, shadows, forms, animations, flexbox, etc. For the development of responsive, effective websites in multi device.

UX RESEARCH AND PLANNING| UX Academy | Madrid, Spain | 2016
Applied research workshop, methodologies and tools.

UX RESEARCH TECHNIQUES APPLIED TO MARKETING | UX Academy | Madrid, Spain | 2016
Applied research workshop, methodologies and tools.

PROFESSIONAL WEB DESIGN WITH WORDPRESS | Domestika | Madrid, Spain | 2016
Design, configuration and development of web projects on the WordPress manager (CMS).

CUSTOMER EXPERIENCE CERTIFICATION | Senteo International | Las Vegas, Nevada, USA | 2012
Certification as a consultant in the development and implementation of the Customer Experience strategy.

DEVELOPMENT OF APPLICATIONS FOR THE INTERNET | CICESA | Madrid, Spain | 2003 - 2004
Master in multi-site web design, HTML, CSS, Flash, JavaScript, etc.

INTERIOR DESIGN | Art School | Oviedo, Asturias, Spain | 1996 - 1999
Composition, materials, light, color, space organization, documentation, etc.

LANGUAGES

SPANISH | Written› **Native** | Conversation› **Native**
ENGLISH | Writen› **High** | Conversation› **High**

CLOUD SKILLS

Conceptualization | Sketching | AutoCad | Branding | Multimedia Strategy
Creativity | Blogging | Adobe illustrator | Web Design | Creative Direction
Production | Interior Design | Pc | CSS | UX | Adobe XD | CX
Brand Architecture | Adobe Photoshop | Customer Experience
Social Media | Retail Design | Customer Experience Transformation | Marvel
Adobe InDesign | 3D Studio Max | Vray | Positioning | Sushi | UI
Corporate Identity | Implementation | Content Development | WordPress
HTML | Digital Marketing | Brand | Tipography | Design | Comunication
CMS | Mac | Boceto | Prototipado | Sketch | Adobe Acrobat | White Paper |
SEO | Fabada | Render | Affinity Designer | +