



Dear Sir or Madam,

I am submitting the following summary of my qualifications for service as Art Director.

Experience across the complete marketing and branding life-cycle.

As down sizing has created a need for well versed professionals, my experience fits within a flexible team structure. I offer you the technical and aesthetic, professional skills, necessary for a successful marketing and branding campaign.

A professional graphic designer with diverse applied skills and creative excellence.

Hired to support both proposals and the new marketing department for the Kellogg, Brown and Root (KBR) division of Halliburton, I learned the KBR brand from the ground up. As an independent corporation, I work with the Senior Marketing Manager for KBR Government and Defense to develop and implement the standards and campaigns that have shaped the KBR brand. My responsibilities include creative development, production from start to finish, vendor contact and purchasing, pricing/budget tracking, over-seeing in-house designers and communicating creative ideas and campaigns to every level of management.

"So why do I want to look at your book?"

Working on a diverse range of formats and products, I offer you a complete range of experience in today's difficult sales environment. Products from multi-media, Internet, and marketing presentations to full page, four color advertisement and illustration across advertising, collateral and trade shows...creative solutions on state-of-the-art technology.

If you're looking for a seasoned creative professional, with real world experience, please call me at 540.370.4843.

Sincerely,

Sergio Da Silva



- 02/03-Present KBR, Inc./Crystal City, VA.
Senior Graphic Designer/Art Director/Salary: 79k
Developing the standards and campaigns that have shaped the KBR brand in advertising, trade shows and collateral, through print and multi-media. My responsibilities include concept development, production from start to finish, vendor contact and purchasing, pricing/budget tracking, over-seeing in-house designers, tracking/implementing the latest graphic techniques and applications and communicating creative ideas and campaigns to every level of management.
- 01/02-02/03 Freelance Graphic Designer/Salary: 68k
Independent contractor working with a host of clients both onsite and off. Adapted effectively to the environment and time schedule of a variety of assignments and budgets. Assignments included Acting Production Manager for PricewaterhouseCoopers/PwC Consultants on a long term contract (onsite); Web design for ASTD, Washington Building Congress and Interliant as an independent contractor (offsite). Deliverables included web site design, information architecture, individual templates and coding, flash and animation, testing and editing final product for launch.
- 01/98-01/02 Knowledge Systems Inc.; Chantilly, VA./Interliant; Vienna VA
Graphic Designer/Salary: 72k
Knowledge Systems (KSI) began as a "web-shop" for Associations. My duties involved every aspect of production and development in print and digital graphic design for both client and corporate. I worked independently and with teams of subject matter experts/IT specialists to deliver the most appropriate solution "online." When KSI merged with Interliant, a leading national ASP, my duties were quickly adapted to the needs of the corporation. Marketing & advertising, vendor & budget control, and continued client/corporate web development grew as Interliant found greater need to bring a burgeoning marketing budget in-house.
- 08/97-01/98 O'Connell Meier Advertising; Alexandria, VA
Graphic Designer/Project Manager/Salary: 42k
As a Photoshop specialist for an advertising firm, I worked within a group structure as lead creative, using multiple visual techniques in a unified brand campaigns. Working with clients looking for creatively aggressive solutions, I managed the account to make sure the design, copy and production schedules were met and the client satisfied.
- 10/96-08/97 Andersen Consulting; Washington, D.C.
Graphic Designer/Salary: 42k
The lead creative on tight deadlines, I worked independently and with teams of experts on proposals and corporate projects. Deliverables included graphic interpretation of raw data and complex information into visuals and diagrams, photo selection and editing, logo design, illustrations, for government and non-government entities.
- 12/93-10/96 COMSAT Corporation; Bethesda, MD
Graphic Designer/Salary: 34k
Met the graphic design needs for an international/national corporation and it's various company divisions, including the corporations first Web site. Worked with all levels of management and vendors on business presentations, advertising, and marketing kits, from brain storming to completion.
- 03/93-11/93 Westover Consultants, Inc.; Washington, D.C.
Graphic Designer/Animation Specialist (freelance)/Salary: 18k
Planned and developed story lines and graphics for multi-media/interactive computer module for a government contract, as well as, desktop publishing and illustration assistance on a variety of assignments and marketing presentation of product.
- 09/91-11/92 ACCEL Computer Company/ICODE Software; Alexandria, VA
Graphic Designer/Animation Specialist/Salary: 18k
Worked exclusively with the President and Senior Engineer in the creative planning and production of a demo disk. My responsibilities also included assisting the company's creative team with illustrations and design.



SKILL SET:

Concept Development: Visual interpretation of information, diagrams, services and products that fit within intended message and to achieve a desired effect on target audience. Presenting multiple options, communication of concepts to senior management and recommendation of best approach within time constraints and budget.

Production: Development of best option concepts through computer and hand drawn layout or illustrations. Full service support creating marketing tools using a variety of typographic/graphic design technics in print and digital pieces such as PowerPoint briefs, corporate brochures and project sheets, banners and advertising, web design and multi-media, video/audio production and editing.

Branding/Quality Control: Development of branding standards and guides across multiple divisions. Quality control for marketing in advertising, trade shows and print/multi-media.

Vendor Communications/Budget Control: Research and selection of vendors according to industry standards and production/scheduling needs. Pricing/cost negotiations.

Advertising: Print and digital formats. Placement include trade publications, event handouts, national newspapers and magazines, broadcast advertising spots for trade shows and special events.

Trade Shows: Development of message/theme in a unified visual for trade show booths, including, table-tops, ten by ten foot booths, and large formats of twenty by thirty foot (AUSA, AFA, SAS). Collateral pieces included direct mail, invitations (both direct mail and email), speciality pieces such as hotel "room keys," theme challenges and game pieces, large format banners, brochures, interactive multi-media and presentations, print and digital broadcast ads.

Print: Knowledge base/experience of print processes such as paper selection, binding, die-cut, pricing, time constraints in planning and scheduling. Four color brochures, speciality pieces for mailing and handout, service/project sheets, handbooks, banners of all sizes.

Multi-Media: Web banners, flash presentations both stand-alone and interactive, audio and video manipulation and editing, broadcast spots highlighting branding and services, PowerPoint presentations with audio, video, animation and link/sample pop-ups.

Web Design: Site design and information architecture. Aesthetics, graphic, photo manipulation, interactive and stand-alone animation, video and audio processing, distribution of multiple-media rich presentations on the Internet/Intranet, familiar with 508 compliance standards, html/CSS standards.

Graphics/Photo Archive: Graphic archiving and storage, photo library development and storage including copy-right clearance, purchasing and planning, photo shoots, hiring and price negotiations.

Communications: Ability to translate visual concepts into concrete strategy initiatives and communicate them to senior management and peers. Experience with government/non-government entities.

Graphic Design Mentor: Knowledge resource for creative branding, proposal graphics. Instruction and assistance to in-house junior designers.

COMPUTER SKILLS:

MAC & PC: Adobe Creative Suite, including Illustrator, Photoshop, InDesign, Freehand MX, Flash MX, Dreamweaver, Fireworks, Adobe Acrobat, Quark Express 8.0, Adobe PageMaker 7.0, Microsoft Office including Word, PowerPoint, Excel, Basic HTML, Basic JavaScript, Final Cut pro

EDUCATION:

1991 **Bachelors degree in Commercial Art; Cum Laude**
American InterContinental University; Atlanta GA

1989 **Bachelors degree in Anthropology; Minor In Studio Art**
The University of Maryland, University College; College Park MD



