

Harold Urquiola

Art Director



North Bergen, NJ

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HaroldsMind.com

EXPERIENCE

Harold's Mind (Freelance)

May 2017 - Present

Senior Art Director

Clients: Havas Worldwide, Lambda Sigma Upsilon (LSU), BGG Knits, Jewelry by Gaia, Focus Hard Fitness, Xcellas, Catrol Edge, NuLife Entertainment, Hybrid-Reality, and many non-profit organizations.

Developed and designed: Brand Identity & Guidelines, Healthcare/Pharma collateral, Social Media campaigns, Original Artwork/Design Illustrations, Interactive Websites, Web Animations, Print collateral, and Photography.

Eclipse Marketing Services

June 2006 - May 2017

Art Director

- Art directed, led, managed, and mentored a team of designers.
- Developed, designed, and executed unique creative solutions in multidisciplinary formats (ie: Print, Direct Marketing, Digital, Web, Social Media, Animation, UX/UI).
- UX & UI lead for DIRECTV Cinema Guide website, E-clips Blog, Agency initiatives, Client initiatives.
- Developed and implemented a full color-management workflow & procedure across creative department.
- Proposed new digital initiatives for company growth.
- Created protocols to meet best practice for workflow & optimization for creative and production department.
- Maintained quality control across departments, client branding guidelines, and creative department procedures.
- Cross-trained designers & production coordinators.
- Designed for brands such as HBO, DIRECTV, Comcast (Xfinity), Univision, Time Warner (Spectrum), Cox, Altice (Optimum), DISH Networks, Century Link.

Eclipse Marketing Services

October 2003 - June 2006

Senior Graphic Designer

- Design lead & key account owner developing direct marketing print collateral for Time Warner, Insight Communications, and Cox Communications.
- Implemented quality control protocols, naming conventions, and best practices across creative department.
- Evaluated, tested, and implemented new creative tools & software.
- Trained creative, production, and studio departments.
- Developed standard assets that facilitated workflow & final output of files. Used across departments and company (ie: PDF settings, Preflight settings, Document templates, Style sheets, Color swatches, Scripts, and Guides).

Eclipse Marketing Services

September 2001 - October 2003

Graphic Designer

- Designed monthly print campaigns for Pay-Per-View bill inserts & postcards.
- Developed direct mail collateral for many branded Cable providers (ie: Comcast, Time Warner, Charter).
- Designed unique print formats: Die-cuts, Pop-ups, Multi-fold, UV/Spot coating.
- Delivered full preflight of print materials for final prepress output.

EDUCATION

Katherine Gibbs College

June 2001

Montclair, NJ

Associates Degree

Visual Communications / Graphic Design

SKILLS

Adobe Creative Cloud (CC) / Suite

Photoshop

Illustrator

InDesign

Acrobat

Animate / Flash

Dreamweaver

XD (Experience Design)

HTML & CSS

Microsoft Office

Windows / Mac

iOS / Android

Photography

- Art Direction
- Web • Digital • Print • Social Media

- User Experience Design (UX)
- User Interface Design (UI)

- Typography • Color Theory
- Brand Identity • Keyart Design
- Advertising • Web Animation



View portfolio:

HaroldsMind.com