

Harold Urquiola

Art Director



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HaroldsMind.com

EXPERIENCE

Harold's Mind (Freelance) Senior Art Director

May 2017 - Present

Clients: Havas Worldwide, Wyndham Hotels & Resorts, PharmAllies, Lambda Sigma Upsilon (LSU), Focus Hard Fitness, BGG Knits, and non-profit organizations.

Developed and designed: Healthcare/Pharma collateral, Marketing E-commerce, Brand Identity & Guidelines, Visual Design, Social Media campaigns, Print collateral.

Eclipse Marketing Services Art Director

June 2006 - May 2017

- Art directed, led, managed, and mentored a team of designers.
- Art direction/design for brands such as HBO, DIRECTV, Comcast (Xfinity), Univision, Time Warner (Spectrum), Cox, Altice (Optimum), DISH Networks, Century Link.
- Design lead executed unique creative solutions across Print, Digital, Social, Direct Marketing, Branding, Animation, and UX/UI for key client accounts.
- UX & UI lead for DIRECTV Cinema Guide website, E-clips Blog, Agency Initiatives.
- Developed and implemented a full color-management workflow & procedure across creative & studio departments.
- Developed standard assets libraries & protocols, for best-practice workflows & optimizations within creative and production departments.
- Cross-trained designers & production coordinators.

Eclipse Marketing Services Senior Graphic Designer

October 2003 - June 2006

- Design lead developing direct marketing print collateral for Time Warner, Insight Communications, and Cox Communications.
- Evaluated, tested, and implemented new creative tools & software.
- Implemented quality control protocols, naming conventions, and prepress preflights across creative department.
- Trained creative, production, and studio departments.

Eclipse Marketing Services Graphic Designer

September 2001 - October 2003

- Designed monthly print campaigns for Pay-Per-View bill inserts & postcards.
- Developed direct mail collateral for 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

General Assembly New York, NY

July 2018

Certificate

User Experience Design (UX)

Katherine Gibbs College Montclair, NJ

June 2001

Associates Degree

Visual Communications / Graphic Design

SKILLS

Adobe Creative Cloud (CC)

Photoshop

Illustrator

InDesign

Acrobat

Sketch

InVision

Adobe XD (Experience Design)

Adobe Animate (Flash)

Dreamweaver

HTML & CSS

DESIGN SKILLS

Art Direction

User Experience Design (UX)

Visual Design (UI)

Branding

Digital

Print

Mobile

Social Media

HaroldsMind.com