

# Luciano Olguin

Creative Director and Interactive Developer.

## Summary

6 years experience working with creative agencies doing both Spanish and English advertising with plenty of work to show. I can do English to Spanish translations and vice versa. My greatest passion is to graphic web interfaces that give web users something they will remember for a long time. I have expert knowledge of Adobe Photoshop CS4, Adobe Flash CS4 and Adobe Dreamweaver CS4. Actionscript 1.0, 2.0 and fair knowledge of Actionscript 3. Good knowledge of XHTML (standards compliance and basic accessibility) and Cascading Style Sheets (CSS) Homesite, QuarkXPress, and Microsoft Office. Windows and Macintosh environments. Video editing with special effects and 2D animation. I've been web designing graphics professionally since 1999.

## Experience

WEB DESIGNER for CYA.net, Long Beach, CA – Jan 2007 – Sep 2009

- In charge of developing any creative advertising campaigns from concept to launch of all print and online media involving some highly commercial accounts.
- Responsible for design, site structure (information architecture), and daily maintenance of a global website and many of its localized sites.
- XHTML & CSS coding, image editing, and some Flash. Basic use of ASP, JavaScript, and some VB script
- Play a key role in the design and layout of several sites, Interactive CDs and other projects
- Editing and preparation of videos for the web

FREELANCE WEB DESIGNER – Aug 2002 – Present

- Full planning, design and implementation of website content and modules.
- Working with specialists in film production on high profile web projects.
- Design with standards compliant code with emphasis on browser compatibility, accessibility, and search engine optimization
- Audio and video editing for the web

GRAPHIC DESIGNER – Mar 2006 – Nov 2006

Melcast Print Advertising, Commerce, CA

- Layout and design of advertisements with attention to detail
- Worked with production team to meet critical weekly deadlines

CREATIVE DIRECTOR – Jan 2003 – Dec 2005

Global Publicidad, Guadalajara, Jalisco

- In charge of developing any creative advertising campaigns from concept to launch of all print and online media involving some highly commercial accounts.

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- XHTML & CSS coding, image editing, and some Flash. Basic use of ASP, JavaScript, and some VB script
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### **Clients Include:**

- NBC Universal
- NASCAR
- Chivas USA
- Telmex
- GPS Core Technologies
- Continental Electric

### **Web Design Skills**

- Graphical user interface (GUI) design using Adobe Photoshop & Flash CS4
- Planning, designing, and implementing web site structure and navigation layout with server side includes and dynamic content
- Designing and planning additions to sites
- Advanced Flash animated presentations with video.
- Design & layout of e-mail newsletters
- Design & layout of press releases & white papers
- Image optimization
- Knowledgeable with TITLE & META tags and page content for search engine optimization
- Understanding of screen resolutions and how to design for them
- Testing with multiple browsers and operating systems to ensure the best compatibility possible

### **Video Editing**

- Able to perform basic video editing (standard captions and transitions, with some special effects)
- Video output to DVD or optimized for the web

### **Graphic Design/Desktop Publishing Skills**

- QuarkXPress & Photoshop in Macintosh & PC environments
- Designing and laying out advertisements from business cards to billboard publishing.
- Image scanning & related software knowledge
- Digital camera knowledge
- Photography digital and analog.
- Image correction, color balance and levels.
- Samples provided upon request

## **Application Software Experience**

- Adobe Photoshop CS4
- Adobe Flash CS4
- Adobe Premiere Pro CS4
- Adobe Illustrator CS4
- Adobe Dreamweaver CS4
- Adobe Fireworks CS4
- Adobe Acrobat
- Discreet 3D Studio MAX
- Discreet Combustion 3.0
- QuarkXPress
- Microsoft Office - Word, Excel, Access
- Microsoft Outlook
- Stylizer Pro
- Various FTP applications
- Microsoft Windows 95/98/ME/NT/2000/XP/Vista
- Macintosh OS 7.0 - 10.4

## **Other Computer Skills**

- Computer maintenance
- Information Technology
- Software installation and updating
- Windows OS maintenance - file clean-up and hard drive de-fragmentation
- Hardware upgrades and installations:
  - CD/DVD drives
  - Hard drives
  - RAM
  - Power supplies
  - Video, sound, SCSI & multimedia cards
  - Printers & scanners
  - UPSs
  - External drives