

cristianloza

CREATIVE DESIGNER

ABOUT ME

As an art and design enthusiast with over 13 years of professional experience my expertise encompasses a diverse set of skills including branding, typography, marketing, video production, print design, web design, and social media advertising. My approach to each project is fueled by a blend of passion and meticulous attention to detail. Creativity isn't just my profession; it's a way of life. I find joy in mentoring up-and-coming creatives and leading a team of skilled individuals. My journey into graphic design was inspired by my interests in skateboarding, fashion, sports, and music. Observing how these passions intersect with various industries continually fuels my creative drive.

Bachelor of Fine Arts, Graphic Design
The Art Institute of Washington
August 2004–June 2008

ABILITIES AND SKILLS

Typography	Print Production
Typesetting	Problem Solving
Logo Design	Organization
Branding	Team Leadership
Layout Design	Team-building
Publication Design	Employee Training

EXPERTISE

Adobe InDesign	Adobe Lightroom
Adobe Illustrator	Wordpress
Adobe Photoshop	Microsoft Word
Adobe Premiere	Microsoft Excel
Adobe After Effects	Microsoft PowerPoint
Adobe Dreamweaver	Ceros

CONTACT

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EXPERIENCE

Creative Director, Mid-Atlantic Region Lead

Savills North America | September 2017–Present

Spearhead and manage content strategy for small and large scale projects, leading the creative team with compelling content and technology following current trends in both. Collaborate with other departments to develop marketing plans. Analyze results with an aim to bolster client success and revenue. Manage a team to effectively analysis data, balance client needs and maximize efficiency and product quality.

Creator and Podcast Host

How It's Done Podcast | September 2017–October 2020

Interview entrepreneurial artists who are doing great things creatively and asking them about how they got started, achievements in their careers and most importantly how it's done. The podcast is available on iTunes, Youtube and Soundcloud. Podcast production includes developing 20-30 questions to ask guests, video and audio editing with each interview ranging from 1.5-2 hours.

Senior Graphic Designer

Newmark | August 2015–September 2017

Collaborated with brokers around the country to create full-scale marketing campaigns for high-end commercial real estate properties. Managed multiple projects as part of a creative team while keeping strict deadlines. Developed logo studies, email campaigns, annual marketing plans, proposals, pitch books, promotional pieces, brochures, websites, and custom event collateral for clients who saw immediate results.

Co-Founder, Creative Director

Canibeat | October 2009–October 2019

Oversaw operations of an online magazine and E-commerce store. Managed and published articles, photographs, and video content to the company's WordPress website. Managed social media accounts: Instagram (327k followers), Facebook (292k followers), and Twitter (15k followers). Directed and designed apparel, skateboard decks, stickers, and small accessories. Planned, hosted and curated an annual car show highlighting 450+ customized vehicles and welcoming spectators from all over the world.

Graphic Designer

Team Velocity Marketing | June 2009 – August 2015

Developed full-scale marketing campaigns for various automotive groups and their dealerships around the country. Provided timely design services as a part of a creative team while managing projects and meeting strict deadlines. Developed logo designs, sales and service direct mail and email campaigns, in-store point of sale merchandising, print proofing quality control and trained new hires.