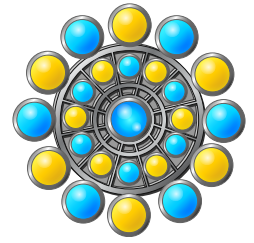


# Eduardo del Rio

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www.PencilProne.com/portfolio



## Experience

**Nemo Tile Company Inc., Creative Director (April'09-Current)**

- Oversaw company-wide identity rebrand
- Redesigned interactive presence

**Kaplan/Hearst Publishing/Bachrach/Villency, Freelance Interactive Art Direction (October'08-April'09)**

- Motion Graphics and rich media art direction and development
- Rich media banner campaigns placed on CNN.com, NYTimes.com, and WashingtonPost.com
- Information architecture, user-interface design, branding and visual design

**Kessler Pacific, Interactive Art Director (December'07-October'08)**

- Interactive design for creative agency, including site designs, landing pages, and banner campaigns for brands such as Wal-Mart, Washington Mutual, PetSmart, ESPN, FOX, and Harley Davidson; resulted in enhanced brand presence and online conversion
- Drove user-interface development, branding/creative, and content management for site designs and online campaigns
- Developed rich media, motion graphics, flash animation, and video integration for nationally distributed content

**The Body Shop, Interactive Designer (December'06-August'07)**

- Interactive design, art direction, content management, and code development for all aspects of the e-commerce site for the US national headquarters including home page, micro sites, landing pages, banner campaigns, affiliate programs, email blasts
- Redesigned real-estate of homepage to increase cross-selling and conversion

**Gap Inc., Online Product Designer (August'06-February'07)**

- Developed user-interface for 'Universality' project, which unites the online presence on e-commerce sites for Gap, Old Navy, Banana Republic, and Piperlime to encourage cross-shopping across all brands with spectacular conversion rates
- Oversaw art direction, information architecture and content management for all phases of interface development
- Visual web design for Old Navy, including online shops, department pages, majors and minors, emails, affiliate web banners

**Sony Corporation of America, Associate Art Director (December'04-April'06)**

- Oversaw branding, information design, and art direction from concept to production to increase brand awareness, improve user experience, and boost sales through interactive, print, and visual installation
- Managed user-interface development, information architecture, and content management for Sony interactive site designs

**PencilProne, Designer/Illustrator (October'02-present)**

- Art direction, web visual design, UI-design, print creative, pre-press, visual installation design, visual merchandising, publication layout
- Partial client list: United Nations, World Environment Day, Office of the Mayor, Game Developer's Conference, Sony Online Entertainment, Sega, Nintendo, Microsoft, UbiSoft, Lucasfilms, Upper Playground, Pleiades Conceptions, Grey Advertising, BRC Group, Timilick, Sierra Gold Nurseries, Piece By Piece, Craigslist Foundation, Underdog Pictures, Staples, New Reform magazine, 7x7 magazine, Laughing Squid, Villency, CNN, NY Times, Wall Street Journal, Washington Post

## Skills

- MacOS/PC, XHTML/CSS/DHTML/XML, ActionScript 3, Javascript, CMS/CRM, UX/IA, After Effects/Apple Motion, FinalCut Pro, QuickTime Pro, Audacity, Blender, Maya, Fetch, Transmit, DVD authoring, video formatting, typography, film editing, motion graphics, timeline, programmed and stop-motion animation, search-engine optimization, analytics
- Adobe Creative Suite 4: Photoshop, Illustrator, InDesign(Quark), ImageReady, Acrobat, Fireworks, Flash, Dreamweaver
- Print techniques: prepress, lenticular, pop-ups/paper architecture, embossing, spot varnishes, metallic inks, large-format printing
- Freehand illustration: perspective, proportion, figures, landscapes, storyboards, character development
- Painting: oil, acrylic, gouache, watercolor, pastel, colored pencil, charcoal
- Fluent in Spanish; dual citizenship in United States & European Union

## Education

- Bachelor of Arts, Modern & Classical Languages in Spanish/Literature: University of San Francisco
  - Graduation Honor, St. Ignatius Institute
  - Additional Coursework: advanced illustration and figure drawing
- Professional Illustration and Publishing certificate: School of Fine Arts, Universidad de Salamanca, Spain
- Additional studies in multimedia, art history, & design: San Francisco City College
- Additional studies in graphic, web, print, 3-D, & video: Bay Area Video Coalition