

JAN GABRIEL DELA CRUZ

Associate Art Director

Basic Info

Contact Number

+1.516.698.5387

Email

jdcruz.design@gmail.com

Linkedin

<https://www.linkedin.com/in/jandacruz/>

Portfolio

www.sadyeti.com

About Me

I am a highly motivated and hard working individual aspiring to be successful in the advertising world. I am a fast learner, forward-thinker, and a team player.

I graduated from De LaSalle University, Manila where i got my Bachelor's degree in Advertising Management. I have worked on multiple mediums both print and digital for various establishments from Philippines to Singapore and to New York.

Skills

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Adobe Premiere Pro
Adobe Dreamweaver
HTML and CSS front end coding
Wordpress, Marketo, Bannersnack
Microsoft Powerpoint
Microsoft Office

References

Verizon

Ben Pollack

pollackb@gmail.com

MadHive

Don Desawade

don.desawade@gmail.com

Legal Recovery Associates

George Lui

lglui@legalrecover.com

Experience

2021-Present | Associate Art Director

Comcast Advertising | New York

Manage regional designers and provide art direction to regional creatives in addition to all previous senior designer responsibilities
Re-branded Comcast Spotlight to Effectv and re-designed Effectv.com
Create and launch new brand campaigns

2014-2021 | Senior Graphic Designer

Comcast Spotlight | New York

Design, create and maintain overall brand look and feel of the company
Design print and digital needs for the company's corporate office
Design, create and manage creative templates for the regional designers
Design and code microsites, animated banners, html emails and invitations for corporate events
Create stunning powerpoint presentations for the company

2013-2014 | Graphic Designer

IO Media | New York

Designed logos, print materials, websites, digital banners and mobile apps for healthcare giants (Genetech, Impax, Janssen, Pfizer) and sports companies (Tampa Bay Buccaneers, New York Knicks)

2013-2013 | Senior Graphic Designer

Robot Fruit | New York

Designed the website for RobotFruit.com and interface for the app

2012-2013 | Senior Graphic Designer

All Media Solutions | New York

Help brand various small businesses in Long Island from conceptualization of logos to coding their websites

2008-2012 | Senior Graphic Designer

Victory Malls | Philippines

Designed and managed overall look and feel of the marketing materials of various malls of the Victory group

2005-2008 | Pre-press head

Grand C Graphics | Philippines

Designed and laid out printed marketing materials for various companies such as Philippine Airlines, P&G
Responsible for producing films and plates to be mounted on the press

Intern

DDB Philippines | Philippines

Conceptualized and helped produce "Syndicate: McMoney - TVC" for McDonald's Philippines

