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M I N
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DOMINGO ECHAGÜE

ART DIRECTOR / GRAPHIC & WEB DESIGNER

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PROFILE

With over 10 years of multidisciplinary experience, I've worked with big brands such as Johnnie Walker, Captain Morgan, Buchanan's, Jose Cuervo, Heineken, Mastercard, Nokia, Samsung, U.M., Hertz, Lincoln, and others. My expertise ranges from corporate branding and advertising to marketing communications and website design.

EXPERIENCE

DIRECTOR, CREATIVE SERVICES MANAGER, CREATIVE SERVICES GRAPHIC & WEB DESIGNER

Aug 2018 - Apr 2020

Nov 2016 - Aug 2018

Aug 2015 - Nov 2016

NickersonPR

- Created over 15 award-winning logos, websites, digital and print designs
- Conceptualized and successfully launched over 15 WordPress websites
- Decreased costs with new print vendors to generate higher profits
- Increased promo items sales and lowered costs that yielded up to 20% margins

GRAPHIC & EXPERIENTIAL DESIGNER

Apr 2014 - Jul 2015

Hitex Marketing Group

- Designed a Johnnie Walker 3D bar that was later built at Antigua's new airport
- Produced Sketchup 3D retail stores: duty free shop, cigar kiosk and outdoor bars
- Worked with major brands like Smirnoff, Ciroc, Baileys, Buchanan's and others
- Implemented design rates for digital assets generated for Diageo's global brands

GRAPHIC & WEB DESIGNER

Jun 2006 - Sep 2013

Access Telecom

- Managed tradeshows sponsored by Nokia and Samsung in various cities
- Designed its logo, presentations, brochures, stationery, ads, website and more
- Created graphics and animations uploaded to smartphones and tablets
- Developed packaging for smartphones, tablets, and accessories

AWARDS & EDUCATION

PRISM AWARDS

- Gold Best Ad (Digital/Print), Builder or Associate - For Integrated Builders
- Gold Best Website, Community - For Shorenstein, Center Plaza
- Gold Best Logo of the Year, Builder or Associate - For Visnick & Caulfield

MARCOM AWARDS

- Gold Direct Mail/Brochure - For NGKF, 345 Harrison Ave
- Gold Design(Print)/Logo - For Baystate Services
- Gold Design(Print)/Logo - For Shorenstein, Center Plaza

- Visit my [Linkedin](#) to view full list of awards

B.S. COMMUNICATION: ADVERTISING

Minor in Social Media & E-Marketing

Florida International University / Miami (Aug 2015 - Magna Cum Laude)

