

# Fidel A Frias

Cleverfidel@gmail.com  
Cleverfidel.com

## Education

### The City College of New York Masters in Branding and Integrated Communications

Aug 2016 - Present

### School Of Visual Arts

#### Advertising | Continuing Education

Jan 2015- April 2016 | New York, NY

### New York City College of Technology

#### Bachelor of Technology Communication Design

June 2011 | Brooklyn, NY

#### Associate in Applied Science Art and Advertising Design

May 2010 | Brooklyn, NY

## Languages

English & Spanish

## Behind the Scenes

Dj as a hobby

Huge fan of all sports

Seen over 20+ music artists perform

Very high patience level

## Skills

Photoshop

Illustrator

InDesign

HTML + CSS

Dreamweaver

Mobile Design

Wordpress

Premiere Pro

Final Cut Pro

Cyberduck

Motion

After Effects

Cinemagraph

Microsoft Office

Filemarker Pro

Circules

Service Now

MAC OSX

Windows

Type Client

Twitter

Instagram

Facebook

Snapchat

## Experience

### Everyday Health

Senior Designer  
July 2017 - Present

#### Digital + Design

everydayhealth.com

- » Support a variety of marketing and communications projects
- » Creates motion graphics to be used in videos, websites, social media and marketing
- » Responsible for the re-creation of various digital graphics
- » Responsible for the layout of various print marketing materials including posters, flyers, direct mail, PowerPoint slides, website banners, products, landing pages, & social media

### SociedAD

Junior Art Director  
Feb 2017 - May 2017

#### Advertising

sociedAD.com

- » Updates online social media assets for HBO, HBO Latino, Claritin and Milk
- » Thinks creatively to produce new ideas and concepts across a wide range of media
- » Attends weekly brainstorm meetings, and storyboard sessions
- » Collaborates with creative director to provide strategic solutions to problems

### Terra Holdings

Graphic Designer  
Feb 2016 - Jan 2017

#### Print + Design

halstead.com

- » Design and updated sell sheets, newsletters and postcards for luxury properties
- » Created brochures ranging from bi-fold to trifold designs
- » Updated online and offline promotional materials
- » Developed presentations and materials for new business and property sales

### IO-Media

Freelance Art Director  
Jun 2016 - Sep 2016

#### UX/UI + Design + Digital

io-media.com

- » Created assets for software products - desktop, mobile and tablet using prepared templates and guidelines for various teams including the NBA, NFL, NHL, MLB and NCAA
- » Utilized current user interface designs and interactive design trends
- » Worked closely work with developers to design successful landing pages
- » Managed in-house creative team

### Hearst Magazines

Senior Designer  
Aug 2012- Jun 2016

#### Print + Design + Web

Hearst.com

- » Fulfills any day-to-day digital marketing requests
- » Works closely with creative director on digital requests and development
- » Full understanding of all 21 Hearst Magazine brands and affiliates
- » Responsible for the development and design of on-brand web marketing materials, banners, sweepstakes, online forms , mobile forms and email initiatives

## Activities & Awards

- » 2017 CCNY Graduate Symposium winner
- » 2017 One Show merit award winner
- » Leader of the youth group in Saint Simon Stock Church
- » Art directed 2 youth art galleries in The Bronx