

DERWIN SIERRA CREATIVE

> PROFILE

Award-winning, seasoned Associate Creative/Sr. Art Director with 15 years of experience specializing in brand development in search of freelance work that leads to a full-time position. I have a strong vision, excellent management skills and most of all I love inspiring people. Mediums include branding, web development, interactive, multimedia, direct marketing, print, concept design, presenting and mentoring.

> EXPERIENCE

Sr. Art Director/ Associate Creative Director 2010 - Present **Freelance**

Developed creative programs and produced concepts that meet business objectives and brand strategy producing a strong return on investments (ROI) for both print and web communications. Supervised team of 7 on a variety of projects and delivering creative solutions to meet and exceed client expectations.

- Pivot Healthcare Communications • Island Sport Works
- Entrada Communications • Mercedes-Benz • Ogilvy Commonhealth

Sr. Art Director 2007 - 2010 **Pace Advertising, Parsippany NJ**

Creative lead on a successful new business pitch for the drug VIDAZA. This win helped PACE create new opportunities with CELGENE pharmaceuticals. Art director to the NEXAVAR account. Designed communication and marketing materials: Flashcards, Visual Aids, Value Props, Websites, Direct Mail, e-mails, etc.

Sr. Art Director 2005 - 2006 **Vonage**

Developed creative used across traditional retail channels, including packaging and online platforms. Worked closely with VP of Retail to ensure all messaging was consistent across all channels.

Sr. Art Director 1999 - 2005 **Alexander and Richardson**

Designed print collateral that increased client sales and cohesive branding. Responsible for the visual style and images produced by the agency. Maintain proper work-flow and time management to ensure deadlines were always met.

> EDUCATION

RUTGERS MINI-MBA PROGRAM 2011
New Brunswick, New Jersey
Digital Marketing

duCret School of the Arts 1991 - 1994
Plainfield, New Jersey
Commercial Art

CONTACT

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ADDRESS

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SKILLS

Indesign	■ ■ ■ ■ ■ ■ ■ ■
Photoshop	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Illustrator	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Wordpress	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Motion/FinalCut	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Powerpoint	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Mac Systems	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Spanish	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

ACCOUNTS WORKED

AOS Thermal Compound	Island Sport Works	Merck (SINGULAIR®, ZOSTOVAX®, VYTORIN®)
AT&T	Janssen (INVOKANA®, SIMPONI®)	Mont Blanc
Bayer (NEXAVAR®)	Johnson & Johnson (LISTERINE®)	Pamper-Cheerios (co-branding)
Broch and Brach	Lucent Technologies	REGENERON (EYLEA®)
Calvin Klein	M&M Mars	Siemens
Celgene (VIDAZA®)	McNeil (TYLENOL®)	Solaris Health System
Cendant	Medco Health	Vonage
Dun & Bradstreet,	Mercedes-Benz	
Gusmer Cellulo Health-Ed		

INTERESTS

Creative Philosophy	+	Basketball
Drawing	+	Cycling
Travel	+	Snowboarding