



JULIO CESAR FALÚ

CREATIVE DESIGNER

A creative Graphic Designer with experience in the fields of branding, print, and interactive design. Passionate about creative exploration and seeking growth in my skills as a graphic designer by increasing my knowledge of the design fundamentals, and creative strategies. My focus is on developing exceptional designs that increase brand awareness and communicate clear messages that connect with the audience. I work well with large teams from different backgrounds on complex projects, always looking for ways to push the boundaries of design while meeting project expectations and maintaining functionality.

WORK

2018 / PRESENT VALENCIA COLLEGE — OSCEOLA CAMPUS, KISSIMMEE, FL

Faculty / Program Chair : Teaching courses in graphic and interactive design at the undergraduate level. Curriculum preparation, participate in college-wide and departmental meetings, portfolio review, and student design exhibitions. Develop semester course schedules, hire new adjunct faculty, and perform as an advisor to the graphic design student club.

2010 / 2018 MIAMI INTERNATIONAL UNIVERSITY OF ART AND DESIGN, MIAMI, FL

Full-Time Faculty : Teaching at the undergraduate level in Fine Arts with a concentration in the graphic and web design industry.

2009 / 2018 ONELEVEL STUDIOS, MIAMI, FL

Graphic Designer / Owner : Online creative business offering services in graphic design, web design, specialty printing, and 3D printing.

2008 / 2010 TUUCI, MIAMI, FL

In-House Graphic Designer : Worked in-house with the marketing director and the contract ad agency in the creative direction of the company's inside and outside branding, web maintenance, marketing, and printed pieces.

2007 ICREATIVES AND THE CREATIVE GROUP, MIAMI, FL

Freelance Graphic Designer : Work on graphic design projects for local companies and agencies such as Marca Hispanic Design Firm, Acqua Communications, Greater Miami Convention & Visitors Bureau, Wax Custom Communications, Franklin Communications, PBS&J, and others.

2004 / 2006 AON CONSULTING, MIAMI, FL

Communications Specialist : Performed duties as a graphic designer responsible for the creative direction and production of the employee benefits programs for the firm's top consulting clients such as Royal Caribbean, Miami Children's Hospital, Wakenhut Securities, HBO Latin America, Brandsmart, and others.

EDUCATION

2001 / 2004 UNIVERSITY OF WISCONSIN — MADISON CAMPUS, MADISON, WI

Graphic Design, Masters of Fine Arts Degree

1997 / 2000 UNIVERSITY OF PUERTO RICO — CAROLINA CAMPUS, CAROLINA, PR

Graphic Arts, Bachelors of Fine Arts Degree

AWARDS

2014 / 16 AMERICAN DESIGN AWARD — GD USA MAGAZINE

Best Publication Design : Anthony Liggins, Art Is Love, Love Is An Art Look Book

Best Branding Design : OneLevel Studios 3D Printed Corporate Identity

2005 AWARD FOR PUBLICATION EXCELLENCE — APEX AWARDS

Award of Excellence : Employee Benefit and Membership Communications Design

2003 GALLERY OF SUPERB PRINTING, MADISON, WI

Gold Award : Corporate Identity Package
Bronze Award : Digital Art

SKILLS

BILINGUAL

English / Spanish

GRAPHIC DESIGN

Branding, Corporate Identity, Collateral Design, Advertisement Design, Packaging Design, Photo Retouching and Rendering.

UX/UI DESIGN

Websites, Mobile App and Interface Prototype Design

PRINT

Offset Printing, Digital Printing, and 3D Printing.

SOFTWARE

Macintosh OS, MS Office, Adobe Photoshop, Illustrator, InDesign, Acrobat and XD