



Rafael A. Bahamon

T: 203-895-5224 E: rbahamon@rabdesign.net

Monroe, CT 06468

About Over 15 years experience working at marketing agencies in Fairfield County managing and designing outstanding digital creative and motion graphics for liquor, CPG and technology clients.

Skills Problem solver, team player, perfectionist, fluent in Spanish

Software Adobe Photoshop, Illustrator, After Effects, Premier, Final Cut Pro, Axure, Webflow, Flash, InDesign

Experience **Self employed – Creative Design, Motion Graphics and Video Editing** June 2015 - Present

Work with clients to understand their needs and develop creative solutions that will have a positive impact on their business

- Develop brand identities for clients, including logo design, collateral elements and marketing materials
- Assist clients with building their online presence through development of their information architecture, sitemaps, wireframes and ending on a custom brand website that reflects their product goals and community purpose
- Design custom digital media content such as web banners, eblasts, social posts to be used on the appropriate channels
- Compose, animate and edit videos for broadcast, online media, demo reels or client presentations
- Produce all kinds of print elements for promotional campaigns, sampling events or brand communications.

Match Drive – Associate Creative Director May 2014 – June 2015

Clients included: iRobot, Sargento, Campbell's, Dannon, Scotties, Hilton Hotels, Absolute Vodka, Malibu Rum, BIC

- Managed Digital and Motion Graphics team of 5 plus freelancers to ensure development of impactful creative solutions that met client objectives
- Trained and worked with the offline creative team on digital and web design best practices helping them become a more versatile group
- Brainstormed and Concepted for various clients as well as oversaw creative development
- Designed and produced corporate websites, tradeshow videos and multiplatform interactive applications
- Developed digital program project estimates for account teams

Circle One Marketing – Digital Art Supervisor September 2012 – May 2014

Clients included: TastyKake, BIC, Malibu Rum, Campbell's, Scotties, Alouette, Smithfield, Pinnacle, Birds Eye

- Oversaw creative development for agency's digital projects
- Trained Art Directors on best practices for digital creative development
- Grew Digital design team by hiring, training and mentoring new team members
- Designed and produced corporate websites, tradeshow videos and multiplatform interactive applications
- Integrated the digital process throughout the agency including the offline Creative and Account team

Circle One Marketing – Senior Digital Artist April 2009 – September 2012

Clients included: TastyKake, BIC, Malibu Rum, Absolut Vodka, Campbell's, Scotties, Alouette, Smithfield, Gwaltney foods

- Worked closely with offline team to translate their creative vision into digital campaigns that were functional and user-friendly
- Established process for digital team to ensure on-time execution and high quality output
- Worked with front-end and back-end developers to assess a project's technical feasibility while maintaining creative integrity

Underdog Partners – Senior Digital Artist

October 2006 – April 2009

Clients included: General Cigar, Malibu Rum, Tia Maria, Wazatt, Rusty Hydrant, Columbia Sportswear Company

- Designed and developed digital and print programs for agency clients
- Worked with Associate Creative Director to translate offline creative to online execution
- Prepped files for production and coordinated with production vendors

Marketing Drive – Senior Digital Artist

June 2004 – October 2006

Clients included: Unilever, Mars, Allegra, Dannon, Nasacort

- Recipient of agency's Patty Mills award in 2004 in recognition for outstanding work at the agency
- Built print-ready mechanicals across the agency for all clients
- Assisted Art Directors in developing campaign elements based on approved creative
- Created video animation for client meetings and agency new business pitches
- Developed 3D product images to integrate in print work and video animation projects

Marketing Drive – Digital Designer

October 1999 – June 2004

Clients included: Unilever, Mars, Gillette, Duracell, Dannon, Allegra

- Build print-ready mechanicals across the agency for all clients
- Archived and managed all client digital files at the company
- Coordinated with production vendors to ensure all files met the highest standards

Education Quinnipiac University
Norwalk Community College

Portfolio available at rabdesign.net

References upon request