

JOHN CLIFF ALVAREZ

Senior Art Director | Character Concept Artist | Visual Development Expert | UI/UX Product Designer |
Adobe Creative Suite | Open to New Opportunities

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LinkedIn: <https://www.linkedin.com/in/johncliffalvarez/>

Illustration & Character Design Portfolio: <http://johncliffalvarez.com/>

Product & Graphic Design Portfolio: <http://www.johncliffalvarezdesign.com/>

SUMMARY

Versatile Creative Professional with over 10 years of experience in Illustration, Character Concept Art, Graphic Design, and UI/UX Product Design. Proficient in such design tools and photo editing software like the Adobe Creative Suite, including Photoshop, Adobe Illustrator, Adobe InDesign, and Figma. Adept at transitioning between Product and Character Design, delivering impactful solutions for diverse projects.

SKILLS

- Software expertise: Adobe Creative Suite | Photoshop, Adobe Illustrator, Adobe InDesign, Figma, working knowledge of HTML and CSS.
- Design specialties: Graphic and Logo Design, Typography, Layout, Color Theory, Branding, UI/UX Product Design, Prototyping.
- Illustration specialties: Character Design, Knowledge of Anatomy, Costume Design, Creature Design, Visual Development, Photobashing, Sketching, Rapid Prototyping, Marketing Art, Game Art, Digital Painting, Stylized, Technical, Realistic.
- Language proficiency: Bilingual in English and Spanish.

WORK EXPERIENCE

VMLY&R, MIAMI, FL, Senior art director & Product Designer; 12/2019 - 05/2023

- Enhanced Wild Turkey brand aesthetics by creating comprehensive visual guidelines, resulting in a 15% increase in brand recognition and consistency.
- Spearheaded the "Symbols of Our Spirit" virtual gallery app, achieving a 90% user satisfaction rate, expanding the CRM database by 35%, and increasing inclusivity by 25%.
- Redesigned the 'Trust Your Spirit 101' campaign website and optimized information hierarchy, resulting in a 30% increase in user interaction and 20% reduction in bounce rates.
- Consistently ensured brand consistency for Sam's Club across multiple advertising campaigns, maintaining a 95% adherence rate to branding and style guide guidelines.
- Conceptualized and designed quarterly email campaigns for Dell Technologies, which achieved a 20% increase in open rates and click-through rates.
- Designed direct mailers and catalogs for Dell Technologies, including marketing art for Dell gaming computers, contributing to a 15% increase in product inquiries.
- Created digital ads and banners for Wendy's marketing campaigns, achieving a 10% improvement in click-through rates.
- Successfully illustrated visual artwork for the beIN SPORTS Coloring Book, which received 3,000 downloads and widespread positive reviews.

Simpleshow, MIAMI, FL, Intl. Illustration Quality Assurance Manager; 12/2016 - 10/2019

- Established and developed the internal illustration department, resulting in a 50% reduction in outsourcing costs.
- Trained new illustrators and managed the US illustration team, improving productivity by 20%.
- Implemented invoice approval processes, ensuring accurate and timely payments to freelancing illustrators.
- Founded and managed an illustration team in Palma de Mallorca, Spain, creating and populating a database with 5,000 illustrations for use as 2D assets and UI elements in software that would produce educational 2D animations from inputted written screenplays.
- Provided mentorship to the simpleshow Asia illustration team in Singapore and Japan, leading and partaking in the creation of 500 illustrations for use as 2D assets and UI elements in educational game software for B2B and B2C purposes.
- Designed instructional materials, including gamified design of interactive software for standardized training, communication, and orientation of illustrators, resulting in a 15% reduction in onboarding time.
- Created illustrated portraits for customers at ATD 2019 International Conference & EXPO, enhancing company presentations and customer engagement.

Gametime, WESTON, FL, Senior Graphic Designer; 06/2015 - 12/2016

- Designed campaigns promoting the opening of company's 3rd flagship location, resulting in a \$6,000 revenue increase in gaming credits and \$9,000 in dining revenue for the Tampa, FL location.
- Created marketing art for the promotion of newly introduced games in arcade locations and the restoration of arcade cabinets for refurbished games.
- Managed up to 5 projects simultaneously, consistently meeting weekly deadlines.
- Revamped the company's branding to effectively target and engage the adult demographic.

Cosmedical Technologies, DAVIE, FL, Production Artist; 05/2015 - 12/2016

- Collaborated with a team of 2 Graphic Designers, maintaining 100% quality in a fast-paced manufacturing and printing environment.
- Worked on product design for national and international skin care brands.

Univision, DORAL, FL, Freelance Graphic Designer; 04/2012 - 06/2015

- Produced still and animated graphics for on-air and taped portions of 4+ television news broadcasts, including Noticiero Univision and Primer Impacto, resulting in enhanced visual appeal and engagement.
- Rendered facial composites and other illustrations used in animated infographics for high-profile investigative reports and breaking news stories.

Paramount Pictures, LOS ANGELES, CA, Storyboard & Character Designer; 12/2013 - 06/2014

- Illustrated storyboards and character concept designs for use in the documentary film "Fight Spirit Pride," contributing to the overall visual development and narrative composition.
- Advised and provided creative input when adapting the script into visually composed scenes.

EDUCATION

Ai Miami International University of Art & Design, MIAMI, FL; 09/2007

- Bachelors of Fine Arts in Computer Animation.