



David Goncalves

Creative Solutionist/ Art Director

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Skills & Knowledge

Photoshop	●	●	●	●	●
Illustrator	●	●	●	●	●
InDesign	●	●	●	●	●
Dreamweaver	●	●	●	●	●
Flash	●	●	●	●	●
Wordpress	●	●	●	●	●
Illustration	●	●	●	●	●
Photography	●	●	●	●	●
Typography	●	●	●	●	●
Photo-manipulation	●	●	●	●	●

Hobbies & Interests



CrossFit Beer Motorcycle



Donuts Watches

Experience

CrossFit Tartarus *Coral Gables, FL - 2015-2017*

As the **founder** and **owner** of CrossFit Tartarus I created a business and also a brand. Developed the logo and all collateral material such as the website, business card, visual identity for T-shirts, Instagram and Facebook. Generated a base of organic social media followers by creating exclusive and relevant content.

The designs for our T-Shirts were created to highlight our unique name, image and were an effective tool to promote the business.

Managed and trained staff and organized regular community events.

HH Advertising *North Miami Beach, FL - 2014-2015*

Sr. Interactive Art Director. At HH Advertising I was creating digital and interactive content such as a proposal for an interactive iPad magazine for Sandals Resorts. This project was created using InDesign and focused on user experience and responsive designs.

Equally important I also worked with print where I was able to showcase my creative and Photoshop skills for a junior page print ad. I created an exciting graphic to promote one of Sandals Beach Resorts giant water slides. The slide used on the print was created entirely in Photoshop.

Young & Rubicam *Miami, FL - 2010-2014*

Worked as one of two **Interactive Designers** to fulfill nearly 300 animated web banner ads weekly for Dell Computers South American market in Brazil. These banners were created and resized to satisfy the different media buys, ranging from Half-page ads (300x600px) and Pop-Unders (720x300px) to Leaderboard (728x90px) and Wide Skyscrapers (160x600px). The creative was focused on the featuring the different laptops and desktops features and specifications.

Using this set of skills I was able to work on other accounts such as Wendy's, Hershey's and FedEx to help create animated and interactive banners.

IRIS *Miami, FL - 2008*

As a **Jr. Art Director** lead by Sr. Art Director Esteban Luna we worked on the Sony Ericsson account for the Latin American market launch of their w595 phone. We dove into the phones music capabilities and features to showcase the phone and to "connect" people through music. One insight we had was that the phone had a shared / split earphone pieces that you could share your music with. We created visuals from billboards to in-store product displays.

Education

Miami Ad School *Art Direction Program - Jan. 2007-Dec. 2008*

UNESA - Brazil - Graphic Design - Jan. 2004-Dec. 2005

Languages

English



Portuguese



Spanish



French

