

Christine Llorente Cardenas

CREATIVE DIRECTOR

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www.llorentedesign.com

EDUCATION

Bachelor of Fine Arts in Graphic Design and Multimedia

Minor in Art History

University of Miami

Coral Gables, FL

2005-2007

Studio Art

Florida International University

Miami, FL

2002-2004

SKILLS

- Creative Direction
- Branding and Identity Design
- Content Management
- Copywriting
- Email Design
- Project Planning
- Social Media Management
- Team Leadership
- Website Design

EXPERTISE

- Adobe Acrobat
- Adobe Lightroom
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Facebook Planner
- GSuite
- Hootsuite
- Mailchimp
- Microsoft Office
- Planoly
- Shopify
- Squarespace

AWARDS

AFC Communication and Marketing Commission, 2021

- Gold, Digital: A.I.R. Dance
- Gold, Photography: Service Awards
- Silver, Video: Remote Learning
- Silver, Video: Remote Study Tips
- Bronze, Video: COVID-19 Safety
- Bronze, Print: Veterans Guide

PROFILE

Award-winning Creative Director with over 15 years of design, marketing and event experience in both the private sector and non-profit organizations. Currently serving one of the most diverse student bodies in the U.S., with over 165,000 students currently enrolled.

- Experience in creating, overseeing, and executing strategies as they relate to print, digital, social media, photography, film, motion, out-of-home advertising and event design.
- Strength in hiring, training and leading a creative team by inspiring thought, encouraging aesthetic exploration, providing creative direction and implementing creative strategy.
- Execute and lead brand campaigns across all platforms, understand the user experience, optimize the way the creative team works within the organization and developing strong brand partnerships

EXPERIENCE

Creative Director

Miami Dade College Kendall Campus · 2022-Present

- Responsible for developing the creative strategy, overseeing creative operations, strategic planning and lead creative direction for Kendall Campus across all platforms.
- Lead and motivate the creative team, including designers, producers, photographers, content strategists and program managers, while providing leadership, establish and implement directions and process for the team.
- Strategically direct campus team communications, develop various creative operations initiatives and create strong partnerships with recruitment marketing, operations and cross-functional partners.

Senior Art Director

Miami Dade College Kendall Campus · 2013-2021

- Managed a team of designers, photographers, videographers, social media specialists and production assistants to ensure cohesive marketing material and high-quality messaging across multiple channels.
- Creative lead in the design and development of visually compelling communications for campaigns that target students, faculty and the community for online, print, multimedia and social media marketing campaigns, while coordinating and managing the distribution of all media.

Founder and Creative Director

Llorente Design LLC · 2007-Present

- A graphic design studio providing branding, design solutions to small businesses. Develops business collateral including identity design, web design, email marketing templates, social media content and other print and digital assets.
- Collaborates with other professionals, including copywriters, designers and photographers to provide a complete 360 marketing campaign.

Graphic Designer

Houghton Mifflin Harcourt Publishing · 2007-2011

- Developed, art directed and managed reading, social studies and mathematics teacher and student K-6 textbooks, while maintaining design standards with respect to art direction, typography, graphs and visual organization.
- Worked closely with the design and editorial teams, production artists and external partners in the development of grades K-6 textbooks.