



Andres Saa
Creative Design

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Summary

13+ years of experience in interactive and print media. Skilled in strategic and tactical development of small, medium and large-scale projects. Experienced in all phases of project development, including: project goals and deadlines, managing resources, art directing designers and collaborating with information architects, usability research teams and developers. Ability to engage with senior marketing and executive management. Supreme managerial and problem solving skills. A born organizer and team player.

Work Experience

Associate Creative Director

Dell, Inc. - Austin, TX
2007 - Present

Art direct and oversee the creative execution of online solutions developed by the internal design team with a main focus on high profile projects, such as the redesign of Dell.com home page and the future state of Dell's purchase path, including user tools like product advisors and the product configurator.

Assistant Director of Marketing

Alliance Abroad Group - Austin, TX
2003 - 2007

Concepted and managed print and online marketing materials for a leading international recruitment company that offers work and internship programs in the USA and around the world. Including: trade show materials, brochures, direct mail pieces, web sites and online tools.

Andres Saa Design

Freelance
1997 - 2007

Concepted and design web sites, stationary, collateral and marketing materials for different clients, including: Cissi's Market, Akhassa (Austin, TX), Bastide & Pigeonnier (France), CitySightseeing, Adonbus (Spain), Go Shopping, Defrescura (Colombia)

Education

Web Design Certificate Program

Delaware College of Art and Design
(partnered with the Pratt Institute and the Corcoran College of Art and Design)
Wilmington, DE
1999 -2002

Bachelor of Graphic Design

Emphasis Field: Marketing & Advertisement
University of Bogotá Jorge Tadeo Lozano
Bogotá , Colombia
1993 - 1998

Specialties

User experience design, art direction, concept development, design strategy, information architecture, brand & identity development, email, online advertising, usability research, interactive design, management.

Proficiency

Mac & PC User. Complete Adobe Design Suite: Photoshop, Illustrator, InDesign, Fireworks, Dreamweaver, Flash and Acrobat. Corel Draw, Corel PhotoPaint, HTML, CSS, Actionscript. Bilingual in Spanish and English (Written & Verbal)