

Henry Alvarez

Art Director-Senior Creative

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EXPERIENCIA

MarketLogic, Guatemala – Art Director and design

2017 –2022

- Creative design lead for all types of marketing materials and website communications for brands and partner's resellers.
- Working with brands like: HPE, VMWare, MoneyGram, Mastercard, Chiquita Banana, Liu Gong MCC, Airbus, Adobe, ACF, Aruba, Lenovo, and Toyota.
- Developing creative concepts for ad campaigns and ideas for events and meetings for potential clients.

DDB CENTRO, Guatemala – Art Director

2012 –2016

- Art director and head of a group of designers.
- In charge of taking care of every detail from the graphic proposals to the final artwork for print and digital materials.
- Working for brands like: Yus de toki, Molinos Modernos, GNC, Botonetas Best.
- Developing graphic solutions for communications problems.

BBDO, Guatemala – Senior Graphic Designer

2003 – 2012

- Creative graphic designer, developing creative concepts in visual Engagement.
- Build creative concepts for ATL materials and mass media.
- Winning pitches from brands like INGUAT, Pollo Campero, and Licorera Nacional.

EDUCACIÓN

Universidad de San Carlos de Guatemala, Guatemala – Bachelor in Communication and Professional Advertisement (Complete Curriculum - Pending Degree)

1996-2002

Brother ads school, Guatemala – Creative Camp 2021.

Creativity and Art Direction.

SUMMARY

Art director and senior creative with twenty-year experience in advertising, working with several global networks such as Grey, BBDO, DDB, and MarketLogic - all based in Guatemala-. I have worked for many important brands in the B2B and B2C markets of Guatemala, Latin America, and the US.

Language

Spanish native speaker

English B1 Lower Intermediate

Software Skills

Adobe Creative Cloud Suite

Adobe Photoshop ★★★★★

Adobe Illustrator ★★★★★

Adobe Indesing ★★★

Adobe XD ★★★

Adobe Dimension ★★★

Adobe After Effects ★

Sketchup ★★★