

# 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 Indesign ★★★

Adobe XD ★★★

Adobe Dimension ★★★

Adobe After Effects ★

Sketchup ★★★