ANTONIO CALIXTO

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PROFESSIONAL SUMMARY

Graphic, Web Design and Art Direction has been my profession for over a decade. I am very passionate and dedicated to my work, applying skills and knowledge acquired throughout years to produce high quality online digital and traditional print advertising. With years of experience I am deeply conditioned to develop and leverage promotional strategy for specific target audiences to optimize performance result across digital and print media.

CAREER OBJECTIVE

To secure a great opportunity and take on a role of an art director or a creative director for a company in need to unify artistic outlook of its brand and creative approach. Want to leverage my knowledge and expertise to contribute to brand growth in recognition across relevant audiences and aid performance optimization efforts via advertising units.

SKILLS

- Well versed with Visualizing & designing, Adobe PhotoShop, Adobe Illustrator, Adobe InDesign, Adobe Flash, Adobe Acrobat Professional, Adobe Acrobat Distiller, QuarkXPress, Microsoft Power Point, Microsoft World, basics in Excel and Keynote. WEB-RELATED APPLICATIONS: Adobe Dreamweaver, Hand-coding HTML5, CSS, Google Web Designer, background in basics of JavaScript, jQuery, PHP and CMS. DISPLAY ADVERTISING PLATFORMS: DoubleClick DCM, Double Click Studio and Atlas Solutions, VIDEO EDITING APPLICATIONS: Final Cut Pro 3.0 and Adobe Premier.
- Good at handling multi-level tasks from small ads to thematically brochures and visual merchandising
- Adept at analyzing client's requirement & providing innovative ideas of advertising & promotion
- Effective at interpersonal communication & relationship building with team and Clientele

WORK EXPERIENCE

Exploring my capabilities in advertising & media industry since last 14 years, started as Graphic Designer and currently working as an Art Director.

JOB PROFILE & RESPONSIBILITY

Art Director, Forex Capital Markets (FXCM); New York, NY — 2005-Present

- In charge of all promotional advertising materials.
- Plan, execute and oversee all advertising efforts involving digital and print marketing campaigns.
- Build, manage workload and enable professional growth for fxcm's advertising team and temporary intern positions.
- Work closely with the CMO, Director of International Advertising as well as with multiple marketing teams such as SEM (search), Display Trafficking, Public Relations, Social Media, Web and IT department.
- Organize and prioritized workload, establish realistic deadlines and ensures all deliverables are met on time.
- Promote, often create, organizational efficiencies, ensure adherence to creative standards and at the same time fast turnaround of common ad units or assets. This includes templates, workflow processes, guidelines and step-by-step guides.
- Review proposed copy and brainstorm on possible visual direction.
- Develop layout mock-ups, or use existing wireframes to deliver multiple ad versions.
- Distribute ad unit proposal for managerial/ advertising campaign manager review.
- Work closely with the compliance department for advertising communication approval and coordinate quarterly creative reviews.
- Maintain up to date creative records and deliver creative for audits.

- Develop full size spectrum of all ads in the required formats and upload to server/ 3rd party media server for trafficking.
- Provide print marked up creative and email html assets to campaign managers for distribution.
- Work closely with display trafficking team, ensuring all creative assets meets publisher requirements; accommodate ad hock format and size requests.
- Develop advertising units for global and multi language use working closely with the regional adverting team leads meeting region/ country specific requirements. (German, French, Italian, Spanish, Arabic)
- Pay close attention to industry standards and new technological advancement in digital advertising specifically: Use of html5, rich media, video, dynamic, smart ad formats, Integration of social media and forms.
- Work with multiple technology platforms and media/advertising software such as: DoubleClick—DFA display media server, Atlas Solutions display media server, Perforce for internal assets database storage and archiving, Google's HTML suite and certification.
- Drive optimization effort and strive to improve creative performance by working closely with digital analytics insights team and display optimization team to gain insights on adverting unit's performance and drive improvements.
- Work closely with FXCM affiliate companies (DailyFX, Fast MatchFX, FXCMVenture, Ninjatrader, dbFX, ODL Markets, FXedu, and FXCM Micro) for the development of their print/display advertising.

Creative Director, Level Interactive Agency (Freelance Work); Pittsburgh, PA — 2014-Present
- Responsible to create innovating display and FaceBook advertising design concepts from Level Interactive creative briefs.
- Communicate with internal Level Interactive marketing specialist team to ensure that all delivered advertising materials meet clients/agency aspects of the brief.

Art Director, Tribune Publications (Freelance Work); Chicago IL — 2006-2008
- Responsible for the design concept a new monthly newspaper supplement call "Padres de Hoy" in the Chicago and LA Spanish Hoy Newspaper.
- Responsible for Padres de Hoy logo, template layout and pre-press preparation.
- In charge of the development of Padres de Hoy supplement on monthly basis.

Desktop Publishing Specialist, BookLinks Publishing Services; New York, NY — 2004-2005
- Design, Pre-flight and prepare books desktop publishing page layouts for print.
- Work closely with copywriters, translators and illustrators to effectively develop book layouts.
- Responsible for color correction and editorial modifications book page layouts.

Graphic Designer, Hoy Publications, LLC; New York, NY — 2002-2004
- Responsible for direction and production of color and b/w Advertising Designs for Hoy Publications, LLC, New York's Spanish-Language Newspaper.
- Responsible for development of a new concept design for special monthly supplement publication.
- Work closely with sales department to develop AD prototypes for presentations to potential Hoy Newspaper clients.

Web and Graphic Designer, ePortfolio Project, (NYCCT/CUNY) — 2001-2002
- Responsible for teaching students with the use of different web and print media applications.
- Responsible for direction and production of the ePortfolio program website.
- ePortfolio Lab Manager.

ACHIEVEMENT
- DoubleClick by Google: Flash Studio Certification and HTML5 Studio Certification.

EDUCATION
NEW YORK CITY COLLEGE OF TECHNOLOGY/City University of New York
- Bachelor of Technology Degree in Communication Design — October 2003
- Associate Degree in Applied Science in Art and Advertising Design, with Honors — January 2002