

Ernesto Ornelas | CREATIVE DIRECTOR

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EDUCATION

BA Fine Art

University of California, Berkeley

Fall 94

Art Director Program

Miami Advertising School, San Francisco

Spring/Summer/Fall 06

PROFESSIONAL EXPERIENCE

Ernesto Ornelas Design | Various companies | Jan 23 – current

- Freelance web, app, and conference/industry design work for various clients including Rain, Laetro, and Alder
- Directly collaborate with CEO and executive creative leads

Creative Director | Mercari | Jan 18 – Oct 22

- Developed and managed Mercari's creative vision in support of brand and marketing objectives
- Led brand and design consulting with internal business leads and external agencies
- Mentored designers to be best-in-class through continuous, thoughtful feedback and collaboration
- Promoted a high performance and fun environment, where creative exploration and innovation were championed

Creative Director | Noon | Sep 16 – Jan 18

- Drove cohesive brand representation across website, app, packaging, and POS for startup
- Led team of visual, UX/UI, and industrial designers to ensure design quality and consistency
- Art directed photo and video shoots and managed creative agency and vendor relationships

Associate Creative Director | Nest (acquired by Google) | Mar 14 – Aug 16

- Led and collaborated on interactive design initiatives for all Nest online properties
- Coordinated with writers, PMs, and developers to successfully meet team and company-wide objectives
- Led contractor team with Nest store redesign

Associate Creative Director | Epsilon / Ryan Partnership | Jan 13 – Mar 14

- Led concepting and design for print, web, and mobile projects for AT&T and Nautilus, amongst others
- Presented design concepts to AT&T marketing and advertising teams
- Led creative team in various client projects and pitches

Art Director | CIBO Studios | Nov 10 – Oct 12

- ⌘ Concepted and art directed websites and cross-media digital ad campaigns for major corporate clients, including Seagate, Disney, and Union Bank
- ⌘ Lead art director and designer on ADDY-winning travel site for Disney
- ⌘ Art directed and mentored junior designers

Visual Designer | Admob (acquired by Google) | Nov 09 – Oct 10

- ⌘ Designed ads and websites for large corporate advertisers, including Honda, Universal Pictures, and CW Television Network
- ⌘ Created visual and UI design for iPhone, iPad and Android devices

Freelance Art Director | Pixelette Studios & EO Design | Mar 08 – Nov 09

- ⌘ Art directed and designed websites and Flash banners for high-profile clients, including Warner Brothers, Future US, and NBA Star Baron Davis
- ⌘ Art directed online and print communication projects for my company, Ernesto Ornelas Design

Designer | Organic | Oct 06 – Mar 08

- ⌘ Designed website and Flash banner ad graphics for corporate clients including Warner Brothers, Sprint, Mitsubishi, and 24 Hour Fitness
- ⌘ Coordinated with site architects, producers, and senior content engineers through all stages of design to ensure optimal project delivery
- ⌘ Lead designer for agency-wide internal branding and Omnicom multi-agency branding project

CORE PROFESSIONAL SKILLS

- ⌘ Professional command of Adobe Creative Suite and Figma
- ⌘ Extensive branding, brand guide development, website, app, social, and design systems experience
- ⌘ Strong strategic leadership experience with a focus on both internal and external stakeholder management
- ⌘ Creative and art direction for illustration work and photo/video shoots
- ⌘ Basic video editing and animation with After Effects