

EDUARDO MINERA

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BIOGRAPHY:

Eduardo Minera is a graphic designer. Eduardo has worked for magazines, newspapers, multi-media and Internet companies such as Elle Decor, Metropolitan Home, Terra Lycos, the FDA, Pratt Institute, McClatchy, News and Observer, El Panama America and The McCall Pattern Company. He has held many and different positions throughout his career such as production artist, teacher, art director and creative director.

Eduardo volunteers his time in school and Art museums/centers to expose, teach or guide children and young adults to use technology in a creative way, such as graphic design, interactive design or the combinations of both.

Eduardo holds a BFA in computer graphics from Pratt Institute; he was able to attend Pratt Institute thanks to the National Talent Search Scholarship he was awarded as the winner of this countrywide competition between high school seniors. He also attended The Center for Media Arts at Miami Sr. High School in Miami, Florida where he grew up. Eduardo is a native of Guatemala in Central America. Eduardo currently has placed the corporate-career and corporate-life-style on hold, and is enjoying life being an artist, student, freelancer in NYC and traveling as much as possible.

Eduardo most currently attended Kingsborough College for Entrepreneurial Studies and Hunter College for programming classes.

RESUME:

EDUCATION & AWARDS:

- **BFA Computer Graphics** -Pratt Institute, School of Art and Design, Brooklyn, NY.
- **National Talent Search Scholarship**-1st place winner in national art competition, awarded 4 years full tuition scholarship to Pratt Institute in Computer Graphics.
- **High School**- Center for the Media Arts, Computer Graphics / Fine Arts, Miami, FL.

EXPERIENCE:

6/04-present – Wilson Rusch Direct Marketing, New York, NY

- **Studio Artist** for a variety of clients and projects.

2/02-present – EduardoMinera.com, Miami, FL and NYC

- **Creative Consultant** for a variety of clients and projects.

1/01-2/02 - Terra.com - Terra Lycos -Live Events Division, Miami, FL

- **Creative Director** for Terra Lycos Live Events, a division that concentrates on covering events live via the Internet. This includes events like Miss World, The Latin Grammy, and Mardi Gras. Responsible for the overall quality and design applied to the live events, presentations on-line, and off-line. Also to develop design-concepts to meet the "Live Event's" objective.

6/00-12/00 - Terra.com - Terra Lycos -Design Department, Miami, FL

- **Web Designer**, responsible for the design and construction of web pages/sites including the graphic user interface, to maintain and provide ongoing design and updates of web pages/sites. For example, promos, ad banners and seasonal content in or related to Terra.com.

9/99-6/00 - ThomsonWord Publishing, Cincinnati, OH

- **Assistant Art Director**, responsible for the creation of concepts for potential clients, for the overall quality and design of Word Magazine and Design Magazine, two local publication in the Cincinnati area. Also responsible to supervise the quality at the press run.

1/98-1/99 - IRM USA, NYC

- On-site **computer-graphics-consultant** for all print and on-line projects.

6/98-6/99 - Ideart Design, NYC

- Part-time **designer** and web-site **consultant**, worked on print and all on-line projects.

2/97-6/98 - Hachette Filipacchi Publications - Home Group, NYC

- **Promotional Designer** for ELLE DECOR, Metropolitan Home and HOME magazine.

Design and develop from concept to color separation, magazine ads, invitations, catalogs, brochures, presentations, newsletters and special advertorial sections.

10/94-9/96 - NandO.net - NIC (NandO International Consulting.) NYC

- **Art Director**, a new media consulting firm for news services on the Internet.

Responsible for the design and development, from concept to completion, of all on-line, promotional and print projects. Also to determine the look-and-feel of the corporate and client's web site, to create original graphics and implement them to the web site.

6/95-8/96 - Medico Interamericano. An ICPS publication. NYC

- **Magazine Cover Designer.** Designed monthly magazine cover and designed the publication's promotional material when needed.

8/95-10/98 - ICPS.org - Medico Interamericano. An ICPS publication. NYC

- **Web Designer.** Responsible for the overall design and update of the ICPS web-site.

3/94 - Pratt Institute, Communications Design department. Brooklyn, NY

- **Professor Assistant.** Assistant to the Communications Design Department's Chairperson in teaching "Introduction to Graphic Design on the Computer." Responsible for teaching students desktop publishing applications and how to apply them to the design process. i.e.; color separation, mechanicals and layout design.

4/94 - New York Hall of Science. Hands-on exhibitions about science. Queens, NY

- **Designer.** Designed material for exhibitions; signs, posters, catalogs and invitations.

6/93 - The McCall Pattern Company - Frostline USA, NYC

- **Designer.** Illustrated and laid out product catalogs and pattern instruction booklets.

SKILLS:

- Software Knowledge:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Quark Xpress, Flight Check, Dreamweaver, Image Ready, Media Cleaner Pro, Sound Edit Pro, Final Cut Pro, Strata Studio Pro, Infini-D, Form•Z, Adobe Dimensions, MS Word, MS Power Point, MS Excel, Acrobat and Distiller.

- Basic knowledge of Flash and ActionScript, Alias Maya, Director, Freehand, DVD Studio Pro, Real Media authoring, windows Media, QuickTime Authoring and Java, PHP, C, Processing.

- HTML, interface design, silkscreen.

- Operating Systems; Macintosh and PC/Windows.

- Fluent in Spanish

REFERENCES:

- References are available upon request.