

# RICARDO L. DE AZÚA

## Art Direction + Design

I'm a multi-disciplinary designer and art director focusing in advertising and interactive design with heavy doses of branding and print design. Born and raised in San Juan, Puerto Rico, but heavily entrenched in American culture. I bring a refined visual aesthetic, conceptual design, and strong interpersonal communication skills to any project or team.



## EDUCATION

RHODE ISLAND SCHOOL OF DESIGN | BFA | '98 - '02  
PARSONS SCHOOL OF DESIGN - TYPOGRAPHY COURSE - SUMMER '00  
HARVARD MANAGE MENTOR - LEADERSHIP TRAINING PROGRAM | 2014



## EXPERIENCE

- JUN '12 - PRESENT **ART DIRECTOR | FULL SAIL UNIVERSITY**  
As an art director at Full Sail University's in-house creative group, I collaborate with the design, production, development and video teams to bring Full Sail's brand to life. I lead a small team of designers and freelancers and give art direction on projects ranging from event branding & collateral, online advertising, marketing campaigns, web sites / landing pages, and print collateral. I've also worked alongside the senior creative staff to refine our brand standards and usage.
- JUN '10 - JUN '12 **SENIOR DESIGNER | FULL SAIL UNIVERSITY**  
Joined the in-house design team at Full Sail University to work on large online advertising campaigns and print collateral during a large growth period for the university. I brought my typography, layout, and conceptual skills to the position to augment an already talented and dedicated team of creatives.
- MAR '07 - JUN '10 **FREELANCE GRAPHIC DESIGNER | PROTOTYPE SYNDICATE, ORL**  
Specialized in branding, print & online advertising, web design, and packaging. I worked with clients in industries ranging from real-estate, education, gaming, and food service to provide design solutions that elevated the brand's style.
- APR '04 - MAR 07 **GRAPHIC DESIGNER | HARCOURT SCHOOL PUBLISHERS**  
Collaborated with designers and copywriters to push the brand's visual style and voice forward. Designed marketing print collateral, product catalog, and exhibit materials for one of the largest publishing companies in the USA at the time.

## SKILLS



FLUENT IN SPANISH	PRINT & INTERACTIVE DESIGN	BRANDING
CREATIVE LEADERSHIP	ONLINE ADVERTISING	CREATIVE STRATEGY
TEAM BUILDING	CAMPAIGN DEVELOPMENT	ILLUSTRATION
COMMUNICATION SKILLS	PHOTOGRAPHY DIRECTION	PROFICIENT IN ADOBE CC