

# Rahsaan Uldaneta, M.F.A

Digital Media and Advertising Specialist  
Creative Director / Web Developer

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## Education:

### Design Graphic - M.F.A

Miami International University  
of Art and Design  
Miami, FL. 2004 - 2006

### Design Graphic - B.F.A

Western Carolina University  
Cullowhee, NC. 1997-2000

### Interactive Media - B.F.A

Miami International University  
of Art and Design  
Miami, FL. 2009 - 2012

## Adobe Suite CC 2018



HTML5, UI/UX, Bootstrap,  
Unbounce, WordPress

## Achievements:

- Presidents List Award (4.0 Cumulative GPA)
- Dean's List (3.7 GPA)
- Editors Choice Award (2005, 2007) Poetry writing contest
- Southern Conference Indoor/Outdoor Track and Field Team Championship (1999-2000)
- National Honor Society Fraternity
- Attended WordCamp 2013 (WordPress Conference)
- Inducted into Athletic Hall of Fame

## Work Experience:

### Independent Interactive Multimedia Advertising Specialist/ Consultant (2015-present)

*Creative Director / Digital Artist / Web Developer / Digital Advertising Consultant*

North Miami, FL

I currently have been working with businesses both small and large in the development of HTML5 Animated, and video advertisements, and lead generation pages.

### Tasks include:

- HTML5 Animated Campaign Creation and Development
- Online Business Strategy
- Branding Creation, Strategy, and Implementation
- Web Design and Development
- Social Media Advertising and strategy
- Advertising Budget Consultant

### Companies that I have done work for Include:

Turnberry Ocean Club - Lan Airlines - Aventura Mall - Delta Airlines - Ashley Homestore - Dental offices

## **Convert IT Internet Marketing 2015 (10 Months)**

### ***Art Director / Graphic Design Manager***

Pembroke Pines, FL.

My task was to improve/create landing page layouts for lawyers nationwide as a way to promote their practices. I help to organize and manage image libraries while updating product design.

My responsibility was to improve all current web products look and feel ranging from:

- Landing pages design (33% sales increase after redesign)
- Client and company banner development
- Company promotion development and design
- Work-flow modification improvements

While employed at Convert IT Internet Marketing the production work flow I have devised has cut production time in more than half allowing the sales team to not only sell the product and provide rapid turnaround times.

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## **Worldmedia Interactive 2010 – 2014**

### ***Senior Digital Artist***

Miami/Fort Lauderdale Area, FL.

-To create storyboards and animate rich media Flash and HTML5 banner advertisements for travel and leisure companies. I worked closely with Creative Directors and Art Directors on the creation of upcoming and ongoing promotions. Responsibilities also included video production and editing, Interactive video using Flash and After Effects integration and online game concepts. Additional responsibilities included project and time management for junior level animators and designers.

In addition to contributing to internal work-flow protocol and procedures in the utilization of Basecamp project management system as a way to assure timely promotion launch dates.

#### **Clients included:**

LAN Airlines - TAM Airlines - MSC Cruises - Air Canada - Aston Hotels - Melia - Paradisus - Yellow Pages

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## **Implant Seminars 2008 – 2010**

### ***Creative Director /Event Coordinator***

Miami/Fort Lauderdale Area, FL.

-My task was to make Dental Implantology Educational seminars interesting and fun. I worked with the CEO, and Marketing head in developing sales strategies, promotions, and campaigns to attract experienced dentist to learn dental implantology through an accredited accelerated course.

#### **Additional Responsibilities included:**

- Managed budgets, creative deliverables and in-house and freelanced teams to lead all phases nationwide and international campaigns. Travel to San Francisco every other week to supervise course events held in the Sofitel Hotel. My task was to also hire course assistants that would travel with me to help in handing out flier and course information.

#### **Directed multimedia campaigns, which lead to strong business results, including:**

- Product launches exceeding sales goals by 150% (\$14.5M growth)
  - Re-branding initiatives elevating clients from #5 to #2 market share nationwide.
  - Website redesign propelling traffic and e-commerce sales increases up to 18% and 25% respectively.
  - Direct-mail and opt-in campaigns securing response rates of up to 15%
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**Representative clients include:**

Nobel - Straumen - Astra, - 3i - Biohorizons - Camlog

- Lead teams in development, design, and production of sales driving, brand-extending, and cross channel campaigns including print ads, television ads, product launches, brochures, advertorials, websites, banner ads, billboards, logos, product packaging, and more.
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**Cohen and Company Creative 2006 – 2007****Art Director**

Hollywood, FL

My tasks included creating layouts and concepts that would help aid in the sale of homes for newly developed communities.

**Responsibilities included:**

Residential community Illustrations - Billboards Layout - Business Correspondence for sales offices

- E-mail graphics - Newspapers Advertisements - Magazine Advertisements - Photo Retouching

**Clients include:**

Tuscany Preserve at Lake Marion - Bellevue Ranch - Transeaster Homes - Cyprus Creek - Montecarlo

- Crosswinds Communities - The Preserve at Avery Lakes
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**Biological Arts Group 2005 - 2006****Creative Director**

Miami/Fort Lauderdale Area, FL

My task was to design and develop educational veterinary training prototypes that would be mass produced and used at veterinary schools worldwide. Working closely with Chinese manufactures with:

Pricing, Patent application, Prototype mock-ups (Illustrations and sculpture)

**Additional tasks included:**

- Drawings and diagrams for patent applications
- Research and development of existing products that can be improved.

**Clients Include:**

Schering-Plough - Banfield

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**Ocala Star Banner (New York Times Company) 2002 - 2003****Lead Designer**

Ocala, FL

My task was to work closely with the Art Director, Publisher and Editor in creating and development (2) Weekly Publications "The Leader" and "The Reporter" Newspaper.

**Responsibilities included:**

- Managing a team of (30) designers and line ad writers
  - Reporting weekly Ad to copy ratios to Publisher, Editor, Art Director for paper usage
  - Design advertisements for local businesses
  - To Layout Newspapers using company software Adspeed and Speed Planner
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