



Maria De La Paz Gaitan
SENIOR GRAPHIC ARTIST
& DESIGNER

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P. 312.519.9591
www.delapazcreative.com

SKILLS

Specific design skills
Branding
Web/digital design
Print design
Packaging
Fine Art
Illustration
Scientific Illustration
Photography

Software

Mac - PC
Illustrator - Photoshop - InDesign
MS Office
Final Cut Pro

EDUCATION

School of the Art Institute of
Chicago SAIC - Chicago, IL
Fine Arts

CST Computer training Source
Chicago, IL
InDesign Certification

University of Quindio
Armenia, Colombia Fine Arts

Taller Cinco Centro De Diseño
Bogota, Colombia Graphic Design

Summary Designer and consultant, with 15+ years of experience leading brand identity for the US and multicultural markets.

Experienced working with clients in Latin America- North America, analyzing existing data, performing category and channel audits and deploying additional research as needed to identify opportunities, launch brands, create and translate key marketing messages ensuring successful cross-cultural communications. Create engaging marketing materials from concept to development for digital, social media and print media.

Experience leading brand identity, CPG packaging and advertising art direction for both corporate and agency clients, including Kraft Foods, Afterglow Cosmetics, Kristin Adams Cosmetics, Mosaic Experiential Marketing USA, Masterbrand Cabinets, Ace Hardware and the Illinois Board of Tourism. As well as non-profit organizations, including EVA - Ecuadorian Volunteer Association, Haiti Marycare, Gift of Hope and March of Dimes.

Highly proficient with composition, layout, color and typography, as well as design strategy, concept development and presentation skills. Strong Fine Art background. Positive, collaborative, hands-on and energetic attitude. Able to work alone or collaborate with multidisciplinary teams to equal success. Strong teaching / training skills and experience.

Professional proficiency in English and Spanish (Native language).

Experience

ART DIRECTOR & DESIGN CONSULTANT
DELAPAZ CREATIVE - WILMETTE IL
2003 - Present

Independent creative consultancy offering Graphic Design, Illustration, Web & Digital services. Brands including Afterglow Cosmetics, Kristin Adams Cosmetics, SIS Beauty & Personal Care, Mosaic Experiential Marketing, Ace Hardware, Kraft Foods, Heirloom Foods, Bell Parts, SSG Security Systems, Masterbrand Cabinets & others.

- Specific emphasis on logo, identity systems, Brand implementation and packaging design.
- Strategic promotional solutions, concept development and visual translation across digital, social and print media.
- Created and market innovate 'Form & Function' © micro-financing program, repurposing discarded furniture and objects into art objects for auction to benefit struggling schools; administered 500+ students



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AWARDS

Artist in Residency
Noyes Cultural Arts Center
Evanston, IL

Artist in Residency
Greenleaf Arts Center
Chicago, IL

March of Dimes
Conference Image Contest
Chicago, IL

Merit Scholarship
SAIC School of the Art Institute of
Chicago - Chicago, IL

GRAPHIC DESIGNER - PRODUCTION
MNI Manufacturers' News Inc. - EVANSTON IL
2018 - Present

Collaborate closely with Art Director, Senior Editor, Designers, developers and Sales Reps. As well as with clients. Prepare final press-ready files based on supplied specs. For print and digital directories. Handle multiple projects in a fast-paced environment. Image retouching and additional image manipulation. Package and preflight files for release to printers or media partners. Create PDFs for print and client review. Prepare images/Artwork for online/mobile applications. Catalog and reference art for future projects. Follow a timeline to ensure tasks being completed on time. Troubleshoot problems as they arise.

ART DIRECTOR & PARTNER
ENVOY, BRAND DISTRIBUTION CONSULTANTS - CHICAGO IL
2013 - 2018

Worked as part of a team of strategists, marketers, researchers committed to helping Latin American manufacturers identify opportunities, build brands and launch them into US distribution.

ASSOCIATE CREATIVE DIRECTOR
SAN JOSE GROUP Multicultural Advertising Agency - CHICAGO IL
2011 - 2015

Lead a team of designers, production artists on multi-cultural client pitches. Projects including Illinois Board of Tourism, Illinois Health Exchange, Lincoln Insurance, Gift of Hope, MGM Las Vegas, American Family Insurance

- Responsible for strategy, concept development and execution of brand campaigns across print, video and digital media.
- Rebranded agency, including identity, architecture, standards and usage tools.
- Collaborate with marketing department, web developers, programmers, video editors and copywriters to ensure flawless execution.