

Luis Santiago

Creative Artist at VF Corporation

Illustrator and Creative Designer with over 10 years of experience in both traditional and digital art, design, apparel, layout, and print. My goals are always to continue to grow as a professional by bringing my experience and creativity into any production I currently work with VF Imagewear as a creative artist for the Harley-Davidson apparel brand. My previous work includes designing apparel for major licences such as NBA, MLB, NFL and NCAA and have been recognized with several awards during my career. I'm truly passionate about my work and always eager to connect with other artists. While I enjoy all aspects of my job, I truly appreciate working with a team developing and creating concepts to achieve business objectives. You can check out my portfolio at www.pertheseus.com

Email: pertheseus@yahoo.com

EXPERIENCE

VF Imagewear

JUNE 2013 - PRESENT (3 YEARS 3 MONTHS)

Harley-Davidson Creative Artist

- Design premium graphics for the Harley-Davidson apparel brand that best represents the culture and customer. - Conceptualize and create designs ranging from hi end photorealistic illustrations, typography and creative layouts. - Work under the license and production guidelines, create screen print ready art and digitizing embroidery designs. - Prepare graphics to be output for screenprint using proper PMS colors and fabric knowledge. - Consistently meet with deadlines for seasonal line production - Art was created using Adobe Creative Suite, Illustrator, Photoshop and Separation Studio.

Multiple Clients

MAY 2008 - PRESENT (8 YEARS 4 MONTHS)

Freelance Artist

I've continuously worked as a freelance artist with various companies mainly apparel design. This is mainly work I do remotely and work directly with project managers and art directors. Some clients include Shark Robot and Sanshee, who work with licenses such as Bioware and 2K games. I've also had designs featured on many shirt sites such as Ript, Teefury, Shirt Punch and Yetee. I also attend various local trade shows and conventions such as Megacon and Tampa Comic Con

VF Imagewear

APRIL 2012 - JUNE 2013 (1 YEAR 3 MONTHS)

1 Production / Separation Artist

- Create apparel graphics for the NBA, NCAA, NFL, MLB, and NHL. This involved meeting with specific licensing guidelines and creating designs that best represented each brand. - Constructing art proofs and mock ups, creating and outputting screen-print separations, digitizing embroidery designs. - Good knowledge on screen meshes, PMS colors and heat transfers. - Work closely with creative artists and the marketing team to develop designs and that met with customer expectations and deadlines. - Art was created using Adobe Creative Suite,

Illustrator, Photoshop and Separation Studio.

MediaLab 3D Solutions

OCTOBER 2009 - APRIL 2012 (2
YEARS 7 MONTHS)

Graphic Designer

-Create artist renditions of architectural house plans, design layouts for print ready brochures, -Develop marketing collateral in the form of print brochures, color floor plans, interactive and static sit-e maps as well as sales center presentations. -Worked together with 3D artists for graphic integration. -Consistently met with customer deadlines and quality standards. -Art was created using Adobe Creative Suite, In-design, Illustrator, Photoshop, Flash and HTML 5.

Expo Design

JANUARY 2009 - JANUARY 2010 (1
YEAR 1 MONTH)

Creative Designer

-As a creative designer I created mock ups for small to large display booths used for presentations, trades shows and conventions. -Worked directly with customers,creating large format designs, work with RIP software, vinyl printing and work with Roland printer. -Consistently worked directly with customer to meet deadlines and quality standards. -Art was created using Adobe Creative Suite, Illustrator, Photoshop, and Roland Large Printer format.

EDUCATION

Atlantic College

2009 - 2011

Master of Arts (M.A.), Digital Graphic Design,

The Art Institute of Fort Lauderdale

2002 - 2005

Bachelor of Arts (B.A.), Media Arts and Animation,

Bachelor of Arts (B.A.), Media Arts and Animation, 2002 - 2005

VOLUNTEERING

Volunteer Artist at Johns Hopkins All Children's Hospital

DECEMBER 2015 - DECEMBER 2016

Volunteered with VF LSG in creating hand made shirts for children.

LANGUAGES

English (Native or bilingual proficiency) , Spanish (Native or bilingual proficiency) , 4

SKILLS

Illustrator, Illustration, Adobe Creative Suite, Graphic Design, Art Direction, Logo Design, InDesign, Graphics, Layout, Concept Development, 2 Photoshop, Sketching, Image Manipulation, Concept Design, Typography, Photography, Branding, Drawing, Dreamweaver, Art, Adobe Acrobat, Posters, Digital Illustration, Brochures, Screen Printing, Sportswear, Corporate Identity, Painting, User Interface Design, Creative Direction, Mac, Apparel, Vector Illustration, Web Design, Brand Development, Adobe Photoshop

