Felipe Garcia Silva

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Work Experience

The Refinery Creative, Los Angeles CA
Freelance Designer and Developer, April. 2013 – July 2015

- I have been specializing in design and development for the entertainment industry. At The Refinery I was in charge of developing rich-media ads for the home entertainment and theatrical teams. Clients included Fox, Warner Brothers, Lionsgate and Magnolia amongst others. Designing packaging and other collateral assets on tight deadlines has been instrumental in my efforts of delivering great quality designs in a timely manner.

Freelance, Los Angeles CA
Front-end Developer, Oct. 2012 – Present

- I have been working with small to large agencies in Los Angeles such as Ogilvy, mOcean, Vonderland, 72&Sunny, Standard Time LA, and Palisades Media Group.
- My main tasks have been to create captivating websites, take-over ads, extensive rich-media banners and regular banner ads for clients such as Warner Bros, Ford, CBS, etc.
- Creating front-end design and developing front-ends for e-commerce websites.

SapientNitro, Interactive division of Sapient, Miami Beach FL
Senior Interactive Developer, Oct. 2007 – September 2012

· Between leading a team of developers and working as a smaller piece of a bigger puzzle for enormous brand sites, I have been able to gather enough experience in the interactive field to take on challenging projects.

· Building microsites, brand websites, interactive kiosks, rich media banners, Facebook apps, YouTube channels, and games is how I spend my everyday at Sapient.

· I worked closely with Goodby Silverstein and Partners to maintain and develop Sprint's online presence through numerous campaigns. My role consisted on developing microsites and overseeing the work produced by the team as well as producing multiple banner ads rich in animation.

Clients: Allianz, Burger King, Chrysler, CVS, Dodge, Footlocker/Adidas, Healthy Choice, Kaplan, m&ms, Reach, Samsung/AT&T, Snickers, Sprint and Twix.

Recently completed projects:
- https://bkcrown.com/Play/Detail.aspx?gameId=slingshot
- http://www.chrysler.com
- http://www.dodge.com/en/2011/challenger/
- Chrysler Interactive Kiosk for Detroit, Chicago, LA and New York Auto Shows

Noumenon Visuals, Miami FL
Freelance Design and Web Development, Dec 2006 – Dec 2013
NoumenonVisuals.com

- **AdrianaAbascal.com** was designed and created for a Latin American public figure that needed to expand her personality online with channels such as

Facebook, Twitter and YouTube. Her new website integrates social media with a content management system where all aspects of her life can be showcased.

- **Born2LearnPreschool.com** was handed to me as PSDs and I had the task to convert the PSDs to a fully functional HTML/CSS website with a for simple editing by the teachers in the school.

WorldMedia, Miami FL
Interactive Designer and Developer, June 2005 – Nov 2006

- Aloha Airlines: Created a Rich Internet Application detailing Aloha's travel routes. Also coded the front-end to a banner based booking engine. Another project was a stand-alone application that Aloha customers could download and install on their desktops to be notified of upcoming sales, flights, weather conditions, etc.

- Sol Melia: Design and coded email campaigns as well as numerous banners for this line of hotels.

- Atlantis Resorts: Coded in ActionScript the front-end for ShopAtlantis.com, Atlantis Resort's online store. My task was to pair the front-end with the existing e-commerce back-end.

- Alienware: Developed a multitude of interactive online banner ads for the launch of their new products and campaigns.

Modern Method, Miami FL
Web Designer and Flash Developer, Aug 2004 – June 2005

- I was given the task of designing a website for The Miami Red Cross. It

featured a 3-column table-less layout coded entirely in CSS and a clean design.

- Burger King wanted a kiosk to place in their new Las Vegas locations. I coded a trivia questionnaire in ActionScript that the user would use via a touch screen computer in the restaurant. Their results would be computed and the user would get printed stubs for free items in the menu.

Related Experience

TeRespondo.com, Miami FL
Content Editor, Apr 2000 – Jan 2002

Worked on TeRespondo.com from the Start-up phase until the search engine became an integral part of Yahoo in Latin America. While I worked there, we made the database grow from thousands of search results to hundreds of clients signing up for paid search engine placements.

Skills

Bilingual: English & Spanish

Proficient in:
Web Usability & Standards
Flash
ActionScript 2 & ActionScript 3 (OOP)
Javascript
CSS, CSS3
XHTML & HTML5
XML

Photoshop
Indesign
After Effects
Illustrator
Alias Auto Studio (3D Software)
PHP
MySql

Awards

Webby Award for Twix.com in Interactive website excellence (2010)

Education

Art Center College of Design, Los Angeles CA
Transportation Design student, 2014 - 2017
Scholarships and Awards:

- **Toyota McMinn Scholarship**
- Awarded the Toyota McMinn Scholarship based on merit. View
- **Nissan Foundation Scholarship**
- Awarded the Nissan Foundation Scholarship based on portfolio review. View
- **Honda Motor Corporation Endowed Scholarship**
- Awarded the Honda Motor Corporation Endowed Scholarship based on merit.

As a creative designer I always strive for new challenges and becoming an industrial designer with a focus on transportations my next logical step in my career. In this new path I decided to apply to one of the most renowned schools in the industry and I take this challenge as the biggest opportunity in my career.

I was accepted into a very competitive program in which I expect to apply my experience working in advertising for the past 8 years and absorb as much as possible from my professors and fellow students.

FIU, Engineering
2006 - 08

Nassau Community College
Graphic Design, 2002 - 04

Volunteer Work

Flash Forward Conference NYC, 2003 - 04