

jose andrade

OVER 20 YEARS OF DIVERSE EXPERIENCE 646.391.6956
JOSE.CREATE@GMAIL.COM

Web, new media, e-marketing

I have been an adopter of the web environment since 1999. My experience spans site architecture, creative direction, project management, strategy, as well as content development. I have closely followed the shifts and adopted trends and technologies that make sense. When it comes to integration of disciplines and channels, the web is the forerunner. I have integrated online, nearline, and offline campaigns ensuring the best strategy for the best return via each individual channel while maintaining the core concept and message. Below are some key examples.

WEBBY AWARD WINNERS

Pfizer
Florida: A Healthy State



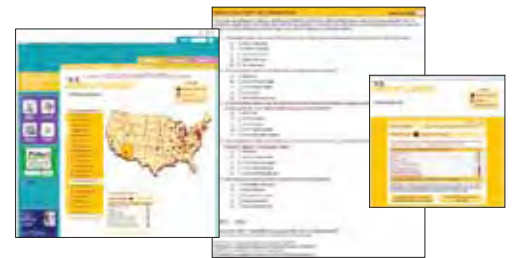
Novo Nordisk
Diabetes Aware



Life-In-Motion
Restless leg syndrome video



AAFA -
Asthma Capitals Interactive Map



SOCIAL MEDIA - Twitter, Facebook page, full social media site, social bookmarking, controlled environments

Novo Nordisk -
Twitter page
Social media component
integration
Proprietary social site



UCB
Moderated Facebook Page



COLLABORATIVE ENVIRONMENTS - content management, digital asset management, project management

Coca Cola
Intranet



Genzyme - Abbott
Kentico driven sponsored site



CCA



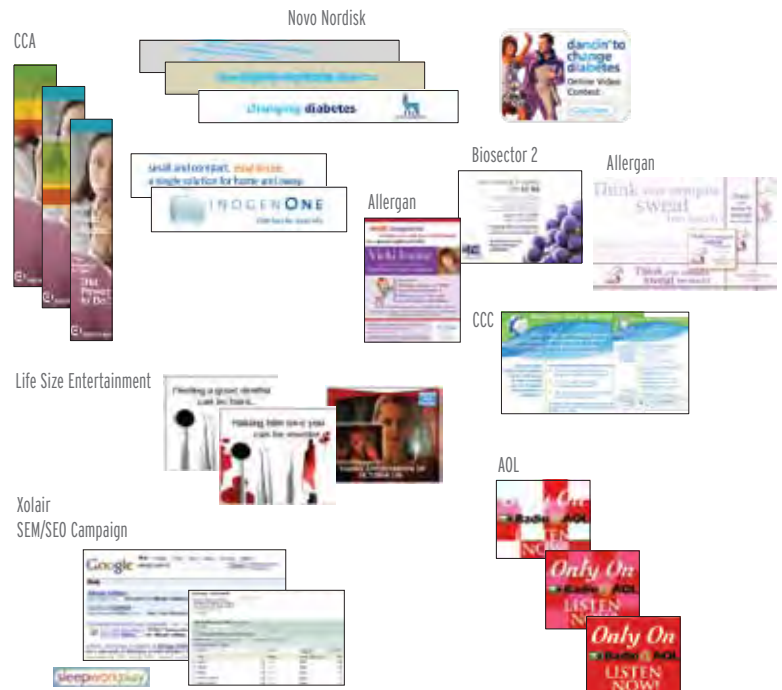
ESC
Multilingual SharePoint driven site



UCB



E-MARKETING - web banners, email campaigns, SEM/SEO, social media placements



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Branding

I have taking lead roles in developing full creative exploratory to include logo, color palette, typography, imagery etc. I have also marshalled top level brand strategy including competitive analysis, positioning, brand placement, as well as tone. I have also written and designed full style guides.

HOME DIAGNOSTICS, INC.

- Corporate and product logo
- Corporate logo OEM placement
- Style Guide



BRANDECTONICS - Logo, style guide, letter head, PowerPoint template, business card, media kit, CD



SANOFI-AVENTIS - Stop Obesity - Logo, style guide, website, letter head, PowerPoint template, business card, CD



LILLY - MDR-TB Partnership - Multi partner collaborative brand includes: logo, PowerPoint template, Style guide, event posters, Style guide, letterhead, flash drives, brochure



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Print

My print experience runs the gamut across direct mail, media kits, publishing, brochures, slim jims, etc. My roles include, art direction, design, project management, and production.

Kepra

5 color patient awareness book



Chandler Chicco Agency

Multi layer media kit including:
- custom die frosted enclosure kit
- multiple inserts
- variable content areas



AICHe - The American Institute of Chemical Engineers

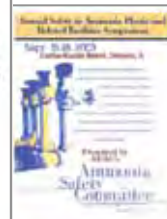
Annual Report



Postcards



Event Announcements



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Event

Ran the gamut in event design from concept to completion as well as on-site supervision to affect on the fly additions and changes to meet the fluctuations of the events as well as post event review.

Olympus - Oversized signage, interactive kiosks, videos, flash teasers, lightbox signage, posters, collateral, screen savers



Novo Nordisk - Oversized signage, videos, flash teasers, lightbox signage, posters, collateral, incentive premiums, hang tags, coasters, newspaper inserts, sell sheets, elevator signage



Coca Cola - Oversized signage, life size cutouts, videos, flash teasers, invitations, posters, collateral, table tents



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Interactive

Lead roles from concept to completion to include art direction, design, development, authoring, strategy

IBM - Recruitment CD with compensation calculator based on recruit. E-systems immersible flash promo



Olympus - Presentation type CD with back end integration to update information and images. Self running updatable CD.



Novo Nordisk - Self running demo CD to help users navigate the award winning website



Video

I have art directed, storyboarded, designed, and directed crews and technical teams for these towards multi channel usage. Some of these logos are viewable at <http://jcreativeservices.com/case-examples/additional-work/video/>

Olympus



Olympus



Novo Nordisk



Pfizer - Varenicline



Novartis



Valeant

