



ANIBAL CRUZ

Creative Director & Developer

EXPERTISE

UX Design

UI Design

Creative Direction

Front-End Development

Back-End Development

AWARDS

MITX: Gold

Adobe Labs Showcase

W3: Gold

W3: Silver

Adrian: Bronze

Family Wealth Report

CONTACT

Phone

978.394.3833

Email

cruz@anibalcruz.info

Online Portfolio

www.anibalcruz.info

PROFILE

Creative development UX specialist with over 25 years of combined interactive design, online initiatives, & print design experience. 10 years experience managing accounts and projects. Extremely comfortable leading and mentoring creative/development teams on large site builds from strategy and concept to deployment and evaluation and presenting new ideas and concepts, strategies or directional proposals to both clients and project stakeholders.

TECHNICAL SKILLS

EXPERT KNOWLEDGE OF:

HTML5

CSS2-3

LESS/SASS

Bootstrap

Responsive Design

SEO Best Practices

Client-side Cross Browser

Device Optimization

HTML Emails

Photoshop

Illustrator

Dreamweaver

Sublime Text

Coda

InDesign

Animate

UX Best Practices

Wireframe Creation

ADVANCED KNOWLEDGE OF:

JavaScript (jQuery)

DOM Page Manipulation

GitHub

Lightwave 3D

WordPress

Adobe Business Catalyst

COMFORTABLE WITH:

PHP

MySql

JSON/XML Data Structures

AJAX

Kahona Framework

Setting Up, Managing, Configuring Hosting Environments



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EXPERIENCE

CREATIVE DIRECTOR / DEVELOPER / UX DESIGNER

ZooCru, LLC / Orlando, FL

AUGUST 2014 – PRESENT

Provide creative direction and strategic consultation, best practices recommendations and UX design and web site development needs to large companies, fortune 500 companies and marketing/digital agencies. Projects range from simple WordPress installations or Online HTML5 Advertising Units (OLA) to dynamic site hybrids that incorporate custom CMS modules and/or third party CMS engines (such as WordPress or Business Catalyst) to complete custom CMS driven site builds leveraging the latest technologies with a focus on human centric interaction and all completely responsive.

Client experience includes Liberty Mutual, Raytheon, New England Aquarium, Target Logistics, Gator Park.

UX DEVELOPER

eXfuze / Palm Beach Gardens, FL

AUGUST 2016 – DECEMBER 2016

Worked closely with the IT and marketing teams as well as stakeholders to develop a new global UX strategy for their marketing web platforms, landing pages, enrollment processes, e-commerce implementation and new back-office application.

TEACHING FELLOW

Harvard University / Cambridge, MA

SEPTEMBER 2012 – DECEMBER 2013

Helped to teach students modern web practices in an advanced graduate level dynamic web development course. Helped teach HTML5, CSS, PHP, MySQL (including relational database structures), JavaScript & jQuery as well as phpMyAdmin, MAMP/WAMP and OOP techniques. Conducted open-forum style sections for students of all levels.



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EXPERIENCE

SENIOR ART DIRECTOR

DigitasLBI_US / Boston, MA

AUGUST 2007 – JULY 2010

Responsible for the conception, design, and execution of innovative visual materials for integrated, cross channel initiatives including large web initiatives, online advertising and digital marketing. Assist the Creative Director in improving the conceptual, technical and creative performance of staff within the group.

Client experience includes InterContinental Hotels Group (Holiday Inn, Holiday Inn Express, Indigo, InterContinental, Crowne Plaza), AARP, Samsung, Tide, Downy, The Home Depot, PCR, Vonage.

CREATIVE / IT DIRECTOR

Institute For Medical Education
& Research, Inc. / Miami, FL

August 2005 – August 2006

Provided creative leadership and technical guidance in the development of a variety of mediums: online, digital, print, CD applications and media players. Recruited by the president/founder of the company for this position.

ART DIRECTOR / FRONT-END DEVELOPER

Institute For Medical Education
& Research Inc. / Miami, FL

JANUARY 2005 – AUGUST 2005

Provided creative leadership in the development of a variety of mediums: online, digital, print and multimedia. Recruited by the president/founder of the company for this position.



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EXPERIENCE

CREATIVE DIRECTOR / DEVELOPER / UX DESIGNER

I-volutions / Boston, MA

June 2002 – August 2014

Provided creative and technical leadership in the development of a variety of projects across different mediums for small to large companies, organizations and ad agencies. Projects ranged from a simple logo design to a full corporate identity package with print marketing materials and dynamic web sites using the latest technologies and custom database applications.

Client experience includes Celebrity Cruises, Royal Caribbean, Harvard School of Design, Bermuda, Best Western, New Balance.

DESIGNER / DEVELOPER

Creative Illusions / Peabody, MA

May 1999 – July 2002

Conceptualized, developed and maintained client web sites. Work with clients to perform needs assessment and determine design perimeters and site architecture including domain registration, web hosting platform, site promotion and training.



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EDUCATION

HARVARD UNIVERSITY

Cambridge, MA

SEPTEMBER 2013 – PRESENT

Master of Liberal Arts in Extension Studies: (G.P.A.: 4.0)

Expected graduation: 2020

Field: Digital Media Design

SALEM STATE UNIVERSITY

Salem, MA

SEPTEMBER 1996 – MAY 1999

Bachelor of Science Degree: 1999, Summa Cum Laude, G.P.A.: 3.94

Major: Criminal Justice with a concentration in Research and Planning

Minor: Sociology

LESLEY UNIVERSITY

Boston, MA

SEPTEMBER 1986 – MAY 1989

Diploma: Illustration (3 full years of accredited courses)

ACADEMIC AWARDS

Phi Kappa Phi National Honor Society

Alpha Kappa Delta International Honor Society

Academic Excellence Award (1998, 1999, Highest G.P.A. in Honor's Program)

All-American Scholar Collegiate Award (1997)