



**FRANCISCO  
CERVI ART  
DIRECTOR  
GRAPHIC  
DESIGNER  
PHOTOGRAPHER**

**212.380.1293  
917.573.4887**

**francisco@  
franciscocervi.com**

## **Fulltime Experience**

### **Bergman Associates, New York, NY**

**Art Director**

[3/2005- 10/2006 and 1/2004-6/2008]

Responsibilities include: design and development of corporate identity; conceptualization, development and design of advertising campaigns for clients such as Calvin Klein, CFDA (Council of Fashion Designers of America), Maybelline, Redken, Shu Uemura & L'Oreal.

### **Masius / Publicis, New York, NY**

**Art Director**

[6/2004-3/2005]

Responsibilities included: conceptualization, development and design of advertising campaigns, collateral material, promotional banners, events and point of purchase material for MS&L, Guardian Life Insurance, Jefferies, Ernst & Young and P&G Beauty.

### **Viva Partnership, Miami, FL**

**Art Director**

[3/2000-1/2003]

Responsibilities included: design and development of websites and corporate identity; conceptualization, development and design of advertising campaigns for the U.S. Hispanic market for clients such as Verizon Wireless, Xerox, FedEx, U.S. Robotics, Corel, Avianca Airlines and Iomega; supervision of printing; creation and supervision of recording of radio spots; supervision of research and digital retouching of images; supervision of the design of collateral material, packaging, promotional banners, events and point of purchase material.

### **Reflex Studio, Miami, FL**

**Art Director**

[2/1999- 2/2000]

Responsibilities included: supervision and creation of point of purchase displays, brochures and large-scale signage; conceptualization, development and design of corporate identity for several clients; supervision of design for websites and conceptualization and supervision of layouts for advertising campaigns for clients such as Neiman Marcus, Publix, and Motorola

### **Downtown Publicidad, Buenos Aires, Argentina**

**Art Director**

[2/1998-2/1999]

Responsibilities included: conceptualization, development and design of advertising campaigns for clients such as The Secretariats of Tourism of Argentina and Mar del Plata, Electra A/C, Phillip Morris, Moorea Restaurant and Vogue Magazine; conceptualization and design of outdoor advertising for clients such as MECA Media Group, Film Suez Cinecomunicación, Fox Sports, Yakurlt and Toshiba.

### **Exim Licensing, Buenos Aires, Argentina**

**Jr. Art Director**

[3/1996-2/1998]

Responsibilities included: development and design of corporate identity for 32 companies worldwide, point of purchase displays, brochures and event material; development of concepts and application of licenses; development and design of brochures and capabilities presentations for new business; design and development of the corporate website and supervision of printing.

### **The Walt Disney Company, Buenos Aires, Argentina**

**Jr. Art Director**

[1/1994-5/1995]

Responsibilities included: development and design of collateral material for "The Disney Animation Festival" including event maps, tickets, signage, show schedules and posters.

### **Alberto Larran Cine (Production Facility) Buenos Aires, Argentina**

**Producer**

[4/1989-11/1999]

Responsibilities included: production of show segments for TVE, OGLOBO Brasil and ESPN Argentina; supervision of production staff for industrial films and production of documentary films for The Patagonia Tourism Office.



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## Freelance Experience

**HTorcello Architecture** Buenos Aires , Argentina [2008-Present]  
Art Direction, Photography and Graphic design for brochures, advertising, collateral material.  
Presentation Material for Architectural Development.

**Roman Cirasa Designer** Buenos Aires, Argentina [2007-Present]  
Art Direction, Photography and Graphic design for brochures, advertising, collateral material,  
enviromental, photography art direction & website. (www.romancirasa.com)

**Stromberg Consulting (omnicom group)** New York, NY [2003-Present]  
Art Direction, Photography and Graphic design for brochures, advertising, collateral material,  
enviromental, photography art direction & website.

**nuBest salon & spa** New York, NY [2003-Present]  
Art Direction, Photography and Graphic design for brochures, advertising, collateral material,  
enviromental, photography art direction & website.

**L'Oreal** (Redken, Maybelline, Professional) New York, NY [2003-Present]  
Art Direction, Photography and Graphic design for advertising and collateral material.

**J.O.B. Handbags**, New York, NY [2003-Present]  
Art Direction, Photography Art Direction, Photography, Design and development of corporate  
identity, websites advertising campaigns and brochures.

**Exim Licensing Group**, Miami, FL [1998 to 2007]  
Art Direction for brochures, events material, websites and point of purchase material.

**GS Advertising**, Miami, FL [2001-2002]  
Conceptualization and design of brochures and advertising campaigns for Baptist Health  
Hospital, Miami.

**NBC TELEMUNDO**, Miami, FL [2001-2006]  
Conceptualization, design and development of promotional material for NBC TELEMUNDO.

## Skills

Mac OSX - Adobe Photoshop - QuarkXpress - Adobe Illustrator - Macromedia Dreamweaver  
Macromedia Fireworks - Adobe Acrobat Adobe Distiller & Microsoft Office.

## Education

B.A. Advertising & Art Direction | U.C.A, Buenos Aires, Argentina - 1997

## Languages writen & spoken

English and Spanish

## Awards and Achievements

- FCS Portfolio Awards: 2006. Print Advertising & Interactive Campaign for Jefferies & B2B Collateral for Guardian Life Insurance.
- United State of America Permanent Resident Status as a person with Extraordinary Ability in Arts and Communication: USCIS 2005.
- New York Festivals Design & Printing Advertising Award: Judge for the London International Awards since 2004
- New York Festivals Design & Printing Advertising Award (Finalist) 1997: "Mirror" Saab. (Downtown Publicidad)
- FIAP Bronze Award (Festival Iberoamericano de Publicidad) 1998: "Desert" Electra Electronic.
- New York Festivals Design & Printing Advertising Award 1999: "End of the Year Greeting Card" for Downtown Publicidad.
- New York Festivals Design & Printing Advertising Award (Finalist) 2000: "Cool Cook" for Moorea Restaurant.
- Revista Noticias - Premio a la Publicidad Argentina: "Derby Malvinas" First Argentinian commercial shot in the Falkland Islands).

## Samples of work

Please visit [www.franciscocervi.com/portfolio.pdf](http://www.franciscocervi.com/portfolio.pdf) to download a copy of my portfolio

**References upon request**