

# ALFONSO RIVERA

CREATIVE SERVICES MANAGER | SR. CREATIVE DESIGNER

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## PROFILE

Creative, forward-thinking and flexible leader who implements time-saving procedures and process improvements. Builds strong alliances with clients and business partners. Expertise includes problem solving, global branding and multi-channel campaigns. Proficient in Adobe Creative Cloud, HTML & CSS.

## KEY SKILLS

- Project/Program Management
- Problem Solving
- Data-driven
- Solutions-focused
- A/B Testing
- Planning & Organization
- Brand Creation
- Savvy Relationship Builder
- Process Improvement
- Web, Mobile Creative Experiences
- Inspire, Motivate & Mentor
- Cross-functional Environment

### ENGLISH

Native Language - 100% All Skill

### SPANISH

Native Language - 100% All Skill

## PROFESSIONAL EXPERIENCE

amalsedesign LLC - San Juan, Puerto Rico

### CREATIVE DIRECTOR | 9/2020 - PRESENT

Global agency delivering high quality creative solutions to Tech Companies in United States and Europe

- Manage the creative process from concept to completion
- Translate marketing objectives into clear creative strategies
- Work closely with multidisciplinary project teams
- Meet with clients or upper management to explain campaign strategies and solutions
- Review work, troubleshoot and provide feedback to creative teams
- Ensure visual communication and brand standards are met

Checkmarx Ltd. - Tel Aviv, Israel

### CREATIVE DIRECTOR | 1/2019 - 6/2020

Global leader in software security solutions for modern enterprise software development

- Built and managed an in-house creative services function, including process for teams to engage with creative team
- Executed company brand redesign
- Delivered on-brand, compelling design for marketing campaigns, including landing pages, email design, online banners, web design and print media.
- Developed, articulated, and executed on a long-term vision for the design team
- Inspired, motivated & mentored team members
- Managed the creative process from concept to completion
- Reviewed work, troubleshoot, and provided feedback
- Employed a broad set of tools & techniques to solve design problems
- Elevated brand and services by promoting booth experiences at events
- Within six months, led a team that created the company rebrand and redesigned all collateral marketing materials, including website and booth for events
- All Designed effort contributed to help Checkmarx get acquired by Hellman & Friedman at a \$1.15B Valuation

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## PROFESSIONAL EXPERIENCE CONTINUE

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Akamai Technologies - Cambridge, Massachusetts

### SENIOR DESIGNER – GLOBAL PRODUCTION LEAD | 2015 - 1/2019

Global content delivery network, cybersecurity, and cloud service company, providing web and internet security services

- Grew and managed creative team
- Maintained a user-centric perspective while making bold decisions and operating within a fast-paced environment
- Involved in all aspects of marketing strategy for web performance, web security, and brand & messaging teams. Strong focus on connecting design and production of various types of marketing collateral
- Ensured brand consistency across all deliverables
- Partnered with marketing leadership and project managers to develop strategic initiatives, project plans, and roadmaps

Kigo, Inc. - Barcelona, Spain

### SENIOR CREATIVE WEB PROJECT MANAGER | 2014 - 2015

- Consulted and guided Vacation Rental Owners in build their online presence
- Guided Kigo customers with their online marketing needs
- Planned and collaborated with front & back end developers, brand development, advertising design and media services

Budgetplaces.com - Barcelona, Spain

### MANAGER, DESIGN & MULTIMEDIA | 2011 - 2014

- Managed the creation, execution and communication of the UX & design vision, as well as strategy, including creative direction and user research
- Directed a team consisting of graphic designers, design specialists and video creators in research, design and development of a cohesive, multi-channel, multi-language platform for budgetplaces.com websites and mobile app
- Integrated research collected by UX team and combined analytics collected in A/B test to drive plan and decisions
- Created processes and initiatives supporting brand consistency and evaluated efficiency to maximize productivity

Redcoon España - Barcelona, Spain

### VISUAL COMMUNICATION DESIGNER | 2010 - 2011

- Responsible for all visual communication designs for Spanish & Portuguese materials
- Supported all design teams across Redcoon Europe with corporate identity
- Combined user experience practices with design execution to produce usable and intuitive user interfaces

Vistaprint - Waltham, MA - Barcelona, Spain

### SENIOR GRAPHIC DESIGNER | 2006 - 2010

## EDUCATION

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### BACHELOR OF FINE ARTS

New England School of Art & Design at Suffolk University

Boston, MA