



xavier caceres

Art Director / Sr. Designer



get in touch

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skills

Adobe Creative Suite Master. Prolific social media content creator. Typography lover. Hardware wrangler. Spanish speaker and Rosetta Stone user. Exacto knife ninja and tiny house builder. Highly conceptual. Creative team whisperer. Obsessive sketcher and out-the-box thinker.



about me

Art Director/Sr. Designer with 10+ years of experience conducting creative analysis and design best-fit solutions for multi faceted creative campaigns in web/print design, photo art direction, branding, immersive experiences and branding collateral.

@xavier-caceres 

@mrgoonsneighborhood 



work experience

Beachbody Fitness

2017

Sr. Interactive Designer

e-Commerce and live streaming company creator of the nation's most popular fitness and weight-loss solutions such as P90X® Series, INSANITY®, 21 Day Fix®, Body Beast®, and Hip Hop Abs®. Worked as part of a large creative team focusing on the development and design of Beachbody's newly introduced live streaming service. As Sr. Interactive Designer, I provided support to the UX/UI team, designed key artwork for e-commerce website and worked closely with department leads on project's strategic planning.

One Eighteen Advertising

2014-2016 Full Time /Freelance 2017-2018

Art Director / Creative Team Manager

Full-service advertising agency focusing on branding and strategic marketing for clients in the real estate, food product and automotive industries. My duties included working closely with the Creative Director in developing, concepting and strategizing new ideas to meet clients objectives. Additional responsibilities included creating branding standards, initiating design, overseeing the creative department's day to day goals and providing leadership to a small creative team.

Belkin International

2013 - 2015

Sr. Interactive Designer

Consumer electronics company specializing in personal and home connectivity devices with three major electronic brands — Belkin, Linksys and WeMo. Worked closely with both digital and branding teams in creating new campaigns, concepts and branding assets for digital and print implementation. Added responsibilities included designing new content for Belkin's e-commerce website, rebranding packaging, and creating marketing materials.

Major Projects: Belkin's Pro Cycling Team uniform and vehicle wrap. Linksys WRT product rebranding campaign. Email campaigns for WEMO and Belkin brand products.

Beachmint Fashion & Lifestyle Brand

2012 - 2013

Art Director / Creative Team Manager

e-Commerce company with three fashion and lifestyle brands: JewelMint, ShoeMint, StyleMint, and IntiMint. Each brand featured a subscription shopping model with personalized product recommendations for its members from their respective celebrity and expert. Worked closely with the Creative Director, Copywriters, Developers and Account Managers to produce effective, compelling content and messaging as well as conceptualized branded digital campaigns. Additional duties included managing the creative team, oversee day-to-day marketing emails and developed strategic company precedures.

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industry experience

Art Direction and Management
Multi-Platform Web Design
Print/Packaging
Print/Web Production
Creative Team Lead
Client Relations
Project Management
Photoshoot Art Direction
Immersive Experience Development



technology

Adobe Creative Suite
Prototype: Muse & Sketch
Light Video Editing
Microsoft Office
Hardware Savvy

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freelance work

Event 11, Los Angeles

2017

Art Director | Project: Tesla Pop-Up Store Concept

Tesla's mobile container store is another way for Tesla to reach its customer base without setting up a bricks-and-mortar store or rolling out a traditional marketing campaign. In 2016 Tesla commissioned Event 11 to refresh the pop-up store idea by conceptualizing new customer experience using Tesla's infotainment and consumer product website. During the project, I worked as lead Art Director working closely with Event 11 and Sr. Copy Writer in conceptualizing new ideas and implementations of redesigned customer experience.

Harman Kardon

2011-2012

Freelance Art Director | Project: Rebranding of Harman Kardon Premium Brands

Harman Kardon designs and engineers connected products for automakers, consumers and enterprises worldwide. With eight major consumer electronic brands — JBL, HK, AKG, Infinity, Lexicon, Mark Levinson, Revel. Hired as part of the rebranding team to conceptualize a renewed look and feel for Harman Kardon premium brands. I lead designers on all visual aspects of creative materials, including design, photography, packaging, branding, email campaign and online presence. **Major Project:** Mark Levinson's 40th year Commemorative Coffee Table Book. The book became a favorite amongst top executives and had a positive impact within the hardcore fans of the brand.

Sapient Nitro, L.A.

2010-2011

Sr. Interactive Designer | Project: Launch of Vail Resort EpicMix Photo

Served as the Sr. Interactive Designer overseeing all creative materials for the Launch of Vail Resorts, multi-platform, social network website "EpicMix.com". Designed key art and info-graphics as well as collaborated with lead Art Director on all visual aspects of the website—UX/UI, digital video ad, digital banners, email blast and website pages.



education

University of California Los Angeles

Bachelor of Arts in Communication

Woodbury University, Burbank CA.

Bachelor of Fine Arts: Graphic Design