



EXPERIENCE

6 YEARS HAVING WORKED AS FREELANCE AND FOR DESIGN COMPANIES

2001 - 2003 ./ IPDEA.com ./ Art Director, Graphic & new media designer

Responsible of Branding strategy. Developed the brand, both online and offline, corporate ID, look and feel, web site, and advertising campaigns.

Leading projects from concept to completion, with a team of designers and programmers:

- * **Portalatino.com** ./ Multi-device portal and Corporate ID for the Spanish creators association. As Art Director for this portal I develop the logo, corporate ID, promotional material, advertising campaign, Web design and page construction using XHTML, CSS, XML.
- * **Changóclub** ./ One of the most important Spanish House Clubs: Corporate ID, Posters, Flyers, Advertising campaigns, Web Site develop.
- * **Diesel, Nike, Finally, EMI Music, Universal Music.** Advertising campaigns, Web Design, Design for print.
- * **Web Design.:** portalatino.com / vis sergiomontoro.com / relamido.com / tecnobolsa.com / accine.com / latelelatina.com / ipdea.com

1999 - 2001 ./ OXIDO.NET ./ Graphic Designer & Web Designer

I founded my own company Oxido Design with two partners. We produce Corporate Identities, Posters, Brochures, Design and develop flash and HTML based web sites.

Clients: Portalatino.com, Festimad, Emi, Subterfuge Records, Aphrodisiac events.

1996 - 1999 ./ FREELANCE ./ Graphic Designer

Developing: CD-Covers, Posters, Flyers, Advertising and merchandising, for Independent Record label Subterfuge Records and EMI Records, for Music Club "Maravillas" and Festival Internacional de Benicàssim (FIB)

Freelance Music Photographer for Spanish Music Magazines and for Subterfuge Records.

KEY SKILLS

DESIGN & PRODUCTION FROM CONCEPT TO COMPLETION OF CREATIVE WORK AND PROJECTS BOTH IN PRINT AND NEW MEDIA DESIGN.

Design for print:

Corporate Identity, posters & Flyers, CD-Covers, Advertising.

Design for the new media:

Web site design. Creation and production of page layouts with DHTML, XHTML, CSS 2... Expert on Internet Technology and Web environment.

Idea Generation:

Concept development, Creative solutions, Project managing, Brand development, Advertising strategy, Team management.

COMPUTER SKILLS

I'VE BEEN WORKING WITH MACS FOR 10 YEARS MAC OS 9 - MAC OS X

- Freehand MX, Illustrator 10, Photoshop 7, QuarkXpress 4, InDesign 2
- Dreamweaver MX, Fireworks MX, Flash MX, XHTML, DHTML, CSS 2

EDUCATION

09_1998 - 03_1999 **Master Degree in Digital design** (6 months)

Istituto Europeo di Design (Madrid)

1995 - 1998 **Bachelor in Graphic Design** (3 years)

Istituto Europeo di Design (Madrid)

1993 - 1995 **Learning the Basics of Graphic Design.** (2 years)

School of Arts And Crafts.

1991 - 1993 **Degree in Information Systems and Computer programming.**

School of Computer science. (2 years)

PLUS

- * **Write the prologue of the book "Dreamweaver MX"** (Spanish version)
- * **Teacher of Digital Design.**
Istituto Europeo di Design. Master Courses. 01-02
- * **Project Manager** at Istituto Europeo di Design in the Master courses. 00 - 01
- * **Teacher of Dreamweaver.** Istituto Europeo di Design in the Master courses. 2000 - 2001
- * **Creative Professional at Apple Creative Jam.** Macworld Expo Paris 1999. invited by Apple Spain.

:: JAVI MASEDA

DESIGN & PRODUCTION FROM CONCEPT TO COMPLETION OF CREATIVE WORK AND PROJECTS BOTH IN PRINT (CORPORATE IDENTITY, POSTERS & FLYERS, CD-COVERS, ADVERTISING) AND WEB DESIGN. (WEB SITE DESIGN, CREATION AND PRODUCTION OF PAGE LAYOUTS WITH DHTML, XHTML, CSS 2... EXPERT ON INTERNET TECHNOLOGY AND WEB ENVIRONMENT)

:: PERSONAL DATA

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PERSONAL WEB PAGE: OXIDO.net

DATE OF BIRTH: 25 FEB 1971

:: OBJECTIVE

To Work with a creative team across different areas of design, industrial, interiors, fashion. To find the opportunities to change, expand and grow the way I design. I'm interested in Music and I'd like to work in projects related to it such as cd-covers, record label, and clubs advertising...