



**ENRICO C. DELEON III**

Art Direction | Design | Photography | Strategy

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## PURPOSE

I am seeking to join a smart, fun and passionate creative team as a multifaceted art director where my talents can not only inspire but be inspired.

## CAREER

### **FREELANCE ART DIRECTION, DESIGN, PHOTOGRAPHY & STRATEGY** Dallas, TX | Fall 2001 - Present

Doing what I love most—this is where I get to develop simple yet elegant design, photography and strategic solutions in all media for creative teams and clients of differing markets. Whether I am hired for art direction or design/photography, I work hand-in-hand with clients and creatives on projects involving strategy, branding, print, interactive, broadcast and collateral.

### **CALISE PARTNERS** Dallas, TX | Winter 2010 - Fall 2011

A freelance gig turned into my first full-time art director position after the conclusion of my creative education. My responsibilities involved strategizing concepts and developing creative for advertising campaigns. This included one-on-one communication with clients/creatives, branding, print, interactive, broadcast and collateral. Under the creative direction of Don Sedei, Warren Lewis and Glenn Ashley, I worked on such clients as Taco Bueno, Taco Cabana, Jafra Cosmetics, Service Experts, HomeVestors, Custom Nail Solutions, AIDS Services of Dallas as well as various internal projects.

### **MESQUITE INDEPENDENT SCHOOL DISTRICT** Mesquite, TX | Summer 2005 - Fall 2009

While being a full-time student pursuing my creative degree, I also worked full-time as the Assistant Director of Percussion at Ralph H. Poteet High School. My responsibilities involved musical direction and graphic design for the school's band program. During my tenure with MISD, Poteet's band won awards at the state, national and international levels. Although not a creative-oriented gig, this is where I first learned the true meaning of teamwork, leadership, dedication and time management.

## EDUCATION

### **THE ART INSTITUTE OF DALLAS** Dallas, TX | Fall 2009: BFA in Advertising Design

Located in North Dallas, I had the opportunity to learn from creative professionals who were working for some of the top creative institutions in the Dallas-Fort Worth area. During my education, I was heavily-involved with the school's student council and the advertising, photography and recycling clubs. I also participated in the local student chapters of AIGA and the Dallas Society of Visual Communications. Having been a 4-time president's list honoree, I went on to graduate with highest honors in December of 2009.

## ABILITIES

Art direction, design, photography, strategy, concepting, copywriting, branding, videography, production, social media marketing, storyboarding, basic HTML coding and playing a mean set of drums.

## PROFICIENCIES

I am experienced in Adobe Creative Suite, Adobe Lightroom, Microsoft Office, iWork and iLife. I also have an in-depth understanding of digital photography and videography, social media strategy and disc golf.

## FELLOWSHIP

### **WEST END SOCIAL CLUB** Dallas, TX | Summer 2011 - Present

I am currently the Communications Chair for this organization of creatives who work in and around the historic West End district of Dallas, Texas. We have regular meet-ups to foster community and camaraderie in our respective creative fields with an added motivation of philanthropy. Our goal is to inspire our creativity while giving back. Oh, and it's a good excuse to enjoy happy hours with some rad people.

## REFERENCES

Available upon request.