

EST. 1985

# Career Journal

2015 E.N.

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# ROLANDO N. MATOS

**ISALE.COM | Manager of Creative and Photography**  
November 2011- January 2015 | Miami, FL

Established studio policies, guidelines, and processes for a team of five photographers / photo-editors and graphic designers responsible for editing or creating all the product images and collateral supporting a daily deal site.

## EDUCATION

FLORIDA INTERNATIONAL UNIVERSITY  
Miami, FL-Photography

FLORIDA INTERNATIONAL FINE ARTS  
COLLEGE  
Miami, FL- AA Commercial Art

## MILITARY SERVICE

U.S. ARMY - Airborne Infantry  
• A co 1/75th inf. Rgmt. Abn. Hunter AAF, GA  
• C co Arbn. 6/327 inf. Ft. Wainwright, AK  
• C co Arbn. 4/9 inf. 6th ID Light,  
Ft Wainwright, AK  
• HHC 2nd Brigade, 6th ID Light,  
Ft. Wainwright, AK

## SKILLS | DESIGN

Photography • Photo Editing • Pencil illustration  
• Digital Illustration • Pen and ink illustration •  
Marker rendering • Acrylic painting • Airbrush

## SOFTWARE

Adobe Illustrator • Adobe Photoshop • Adobe  
In Design • Microsoft Office

## EXPERIENCE

**Diamonds International** | Art Director  
February 2003 – June 2010 | MIAMI, FL  
• Lead a team of three designers responsible  
for creating the graphics for all promotional  
endeavors for over 120 retail locations across  
the Caribbean, parts of Mexico and Alaska.  
• Assisted the Creative Director and  
Marketing Director in the conceptual stages  
of all Ad Campaigns and promotions related  
with Diamonds International brands and its  
sister companies.  
• Designed collateral such as: catalogs,  
brochures, flyers, storefront signage, and  
web graphics.

• Provided conceptual Input for marketing  
and promotions

**Matusalem Rum Company** | Art Director  
January 2001- January 2002 | MIAMI, FL  
Conceptual Input for Marketing and  
Promotions • Packaging Design • Promotional  
Material • Logo Design • Press Checks

**F-Shop** | Asst. Art Director  
1999- 2001 | MIAMI, FL  
Conceptual input ad design • Graphic Design  
• Photo Manipulation • Logo Design • Web Art

**Emblem Interactive** | Art Director  
1999 - 2001 | MIAMI, FL  
Conceptual input for packaging design •  
Packaging Design • Manual Design • Web Art



**Deco Photo Lab** | Graphic Designer  
1998 | MIAMI, FL  
Art Director  
Logo Design • Photo Editing • Production •  
Model Composites • Design



**Matusalem Rum Company** | Graphic Designer  
1997 | MIAMI, FL  
Design all Promotional Material

**Emblem Interactive** | Graphic Designer  
1996 | MIAMI, FL  
Illustration of clip art  
Package design Hispanic software

**Black Tiger Press** | Illustrator  
1994 | MIAMI, FL  
Pencils • inks • character development

**Freelance** | Graphic Design/ Illustrator  
1993 – 2003 | MIAMI, FL  
• T-Shirts for Tourism  
• F-Shop Design  
• Custom Portraits  
• Matusalem Rum  
• Joe Robbie Stadium | Smirnoff Bars

**Spectre Comics Inc** | Illustrator  
1992 -1994 | MIAMI, FL  
Pencil • inks • character development