

Abe Serrano

Interactive Art Director
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Work Experience

Interactive Art Director

Seso Media Group. Los Angeles, CA. 2010–Present

Guided the content strategy and creative direction for clients such as La Plaza de Cultura y Artes, UCLA Health Systems, Balboa Park Online Collective, and 2011 TED Prize. Collaborated with Creative Director, directed design teams and consulted developers to produce well crafted experiences.

Senior Interactive Art Director

Planetwide Media Inc. Los Angeles, CA. 2007–2010

Increased revenue, market reach and user base for partners such as MGM, Dilbert, EA, FX, W!ldbrain, Sports Illustrated, 4Kids Entertainment and Atlantic Records. Directed, managed and mentored a creative team to design partner branded content-creation experiences and print-on-demand e-commerce solutions utilizing Planetwide's proprietary online platform.

Designer

Yahoo! Inc. Santa Monica, CA. 2007

Integrated with Yahoo's internal design teams to launch the Yahoo Summer Movie Guide, Yahoo Kids Holiday Gift Guide and Yahoo Shine. Collaborated with art directors and information architects as well as directed junior designers and web development teams to produce solutions that embraced Yahoo's usability standards through contemporary design.

Production Designer

Schematic. Los Angeles, CA. 2006–2007

Contributed to a highly talented team of art directors, upper level designers, information architects, project managers, and technology developers. Together we developed innovative interactive advertising solutions for clients such as ABC, Microsoft, Nissan, Target, and Warner Bros. My contributions included flash design, 2D animation and motion prototype design.

Education

The Art Institute of California - Los Angeles

Interactive Media Design, Bachelor of Science, 2006

Skills Overview

Art Direction & Design

As a strong conceptual thinker and problem solver I apply my experience, knowledge and creative vision to direct user-centered visual solutions that utilize a strong creative process, information architecture and intuitive user interface design.

Design Manager

Having a strong understanding of how design decisions translate to technical execution I implement concepts that are scalable across multiple screens which effectively communicate brand values and solve user needs. Utilizing prioritized actionable steps I am able to guide a team through the creative process and deliver deadlines on time.

Creative Leader & Mentor

Striving to deliver high quality design, develop my creative strengths and learn new skills I set an example and encourage a pursuit of the highest creative integrity in the creative teams I lead and mentor.

Proficiencies

Photoshop	Flash
Illustrator	Fireworks
Dreamweaver	After Effects
CSS	HTML
XML	JavaScript
Keynote	Mac & PC

*References available upon request.