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## Jeffrey La Fontaine

Creative

### About

Experienced Creative Director with over 13 years of experience in the advertising industry, expertise in crafting captivating brand stories, executing innovative campaigns, and driving meaningful change. Known for delivering creative and impactful advertising solutions that enhance brand visibility and engagement, with a strong digital and print media background. Fluent in English and Spanish, adept at leading cross-functional teams to achieve project goals and exceed client expectations while leveraging a unique blend of cultural influences to create compelling visual narratives.

### Professional Skills

Branding, Logo Design, Content Creation, UX/UI Design, Photography, Videography, Concept Development, Art Direction, Brand Strategies, Design Thinking, Digital Marketing, Advertising, Marketing Strategy, Leadership, Data Analytics, Creative Solutions.

### Software Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Aftereffects, Adobe Premiere, Figma, Microsoft Office.

### Work Experience

#### Freelance Creative

Apr, 2020 - Present

- Successfully pitched and secured approval for creative brand campaigns from clients and stakeholders.
- Spearheaded the creation of social-first, brand-aligned assets, significantly enhancing the marketing experience and reinforcing brand positioning.
- Contributed to achieving client's goals and aligning with business priorities through effective partnership with developers.
- Supervised projects undertaken by external agencies, independent creators, and production partners ensuring alignment with my client's creative vision and standards.
- Engaged with various agencies and clients, delivering high-quality design work that spans branding, digital marketing, and print media.
- Championed innovation and excellence within the clients, continually raising the bar for quality and creativity in all design endeavors.
- Applied visual design expertise to develop compelling materials for new business proposals and pitch concepts.

#### Creative

Redline Media Group - Nov, 2018 - Apr, 2020

- Managed and directed the efforts of Designers, Senior Designers, and junior Art Directors, ensuring high-quality output and adherence to project goals.
- Delivered outstanding 360 work that was timely, strategically sound, aligned with brand identity, and budget-conscious, all while navigating the fast-paced environment of social media.
- Led creative projects by directing, designing, and conceptualizing brand expressions across social, environmental, and OOH
- Worked closely with production teams to produce captivating photographs and videos for use across various platforms, enhancing our client's brand visibility and engagement.
- Conducted regular meetings with team members to provide feedback and guidance, fostering a collaborative and growth-oriented environment.

## **Senior Art Director**

Trimention - Mar, 2015 - Apr, 2017

- Successfully pitched and secured approval for creative brand campaigns from clients and stakeholders.
- Collaborated closely with the Creative Director and various departments, from concept development and location scouting to casting, execution and the launch of commercials.
- Worked in close partnership with the creative, marketing, and business teams to conceptualize social media campaigns that contributed to comprehensive 360-degree customer experiences.
- Developed and designed content, captured photos, and filmed videos for clients.
- Led and contributed to the creation of visually compelling social media content, operating both independently and as a team manager.

## **Jr. Art Director**

Corner Of The Cave - Aug, 2012 - Mar, 2015

- Innovated original designs across various projects, including design systems, brand implementation, and campaign visuals, showcasing a strong foundation in product work.
- Refined project elements, including layouts, images, and typography, to elevate the visual appeal and effectiveness of communications.
- Applied visual design expertise to develop compelling materials for new business proposals and pitch concepts, driving agency growth and client acquisition.
- Managed production design tasks, including file setup and asset production, ensuring technical precision and readiness for implementation.
- Skillfully interpreted, adapted, and applied clients visual design systems to generate fresh content, ensuring brand consistency and innovation.

## **Senior Graphic Designer**

Four Diaz-Vargas - Jan, 2009 - Aug, 2012

- Engaged with various agencies and clients, delivering high-quality design work that spans branding, digital marketing and print media.
- Presented design concepts and ideas to both the internal team and clients, effectively communicating creative visions and solutions.
- Worked in close partnership with the Creative Director.

## **Organizations**

AIGA, Graphic artists Guild and Type Directors Club

## **Languages**

English - Fluent

Spanish - Fluent

## **Education**

**Miami International University Of Art And Design**

Nov, 2008 - Jul, 2011

Bachelors of Fine Arts in Graphic Design