

D A N R I O S

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E X P E R I E N C E

10/18 – present

GREATER MIAMI CONVENTION & VISITORS BUREAU (GMCVB) Director, LGBTQ+ Marketing

Responsible for the development and implementation of tourism programs that are targeted to the LGBTQ+ traveler to enhance and facilitate the expansion of visitor attendance at hotels, local events, local businesses and attractions. Engage closely with local LGBTQ+ organizations, event creators, and social media to develop the story about Greater Miami and Miami Beach from an LGBTQ+ lens. The message is delivered to potential visitors through curated advertising campaigns, social media, select travel industry and consumer events.

7/02 – 10/18

GREATER MIAMI CONVENTION & VISITORS BUREAU Creative Director

Responsible for creating and implementing design guidelines to be applied to all GMCVB publications. Highlights include the art direction of "Miami: A Collection of Desire" Boutique Hotels Directory (American Graphic Design Award '03 & '05); "Miami: A Celebration of Time" heritage and architecture directory (Flagler Award '05). Other projects: art direction of Miami's renowned Miami Spice Restaurant program, including logo, all print/digital advertising, signage and display; and conceptualization and brand development of the Miami Temptations which included seven different programs. Additional responsibilities include overseeing designers, press approvals, estimate requests and status reports.

11/99 – 5/02

MORGAN STANLEY Art Director

Managed all aspects of a project, including communication of expenditures versus approved cost throughout its' duration; kept clients up-to-date on progress; maintained accurate job notes and prepared weekly status reports. Prepared creative briefs, job estimates, and obtained client authorization. Maintained detailed production schedules for multiple projects. Liaised with vendors and sales representatives to schedule meetings and obtain bids. Contracted vendors and oversaw their work. Attended press runs and gave press approvals. Supervisory responsibilities included overseeing designers to ensure competency and adherence to project standards; enlisting production assistants and appraising proofreaders.

9/95 – present

DEPIKT — DAN RIOS DESIGN Art Director + Graphic Designer

Freelance designer and art director fluent in concept and execution. Various projects ranging from interactive design to editorial design. Projects have included developing the corporate identities for "PenExecutive.com," an online retailer (American Graphic Design Award '03); "Short T.V.," a cable network dedicated to airing short independent films; and "Salon Zoia," a hair and beauty salon (American Graphic Design Award '97). Art direction of "Fisher Island" and "In Review" magazines. Creative development of marketing campaign for "Mauricio Serrano Jewelry," and "Sunny Isles Beach Tourism Marketing Council."

S K I L L S

Creative project management executed with the following skills and technical tools:

- >> Conceptualize project format and overall design
- >> Achieve business development objectives using a broad-based knowledge of design, typography, communications, and graphic media
- >> Excellent communication and organizational skills
- >> Advanced skills using Adobe Creative Suite, MS Office Suite and WordPress
- >> Fluent in Spanish

E D U C A T I O N

2023

SOUTHERN NEW HAMPSHIRE UNIVERSITY Graphic Design & New Media

Bachelors degree in Graphic Design & New Media

1995

PARSONS SCHOOL OF DESIGN Graphic Design + Advertising

Associates degree in Graphic Design & Advertising