

Greetings and thank you for your interest in GráfiSeño Media!

I am a Graphic Designer, Art Director, Electronic Production Specialist, Multimedia & Web Designer, Audio & Video Formatting & Editing, Event Producer & Coordinator. Within my 20+ years of experience and growth in the Advertisement, Marketing, Publishing, and Multicultural Entertainment industries, I am fortunate to have developed and nurtured my design and technical software skills through various professional and multi-dimensional approaches within projects of challenging levels of involvement, mediums, lifestyles, cultures, and environments.

Responsibilities include conception, development, design, creation, production, coordination, and supervision of print ads, signage (instore, outdoor, mobile, billboard), advertisements, publishing (newspaper, magazine, flyers, books), package design, point-of-purchase, direct mail, as well as, environmentally styled theme events, and so on. Extending my multi-tasking experiences to creating "flexible" design and production approaches for projects that utilize the fusion of various forms of media, ranging from traditional typesetting and illustration to digital photography & image manipulation, web & multimedia, and audio & video editing. Creating and producing professional and flexible works for adaptation and application within the overlapping media platforms supporting advertising, marketing, multicultural events, multimedia, web, and publishing approaches.

I am also bilingual and exceptional in the spanish language forms of communication, reading and writing. I am Puerto Rican, raised, cultured, and educated in Latino heritage and lifestyle while born in the trend-setting, multi-ethnic, urban, and diversely influenced city of Chicago. I have applied my bilingual skills and cultural awareness towards design & production of advertising, marketing, events, and publishing campaigns for clients and advertising agencies (AirTran, Corona, Disney, Hyatt Hotels, La Raza Newspaper, Lápiz, Leo Burnett Worldwide, McDonald's, Target, United Airlines, VISA), as well as, my own creations under Taste Da Flavour Events, Mondo Paraíso Events, SOMOS, and GráfiSeño Media, targeting Latin American, South American, and European markets of all backgrounds, ages, and lifestyles.

My goal is to continue incorporating my experiences and developed skills towards the advancement and further success of the Latin American Advertising & Marketing, Events, Tourism, & Publication industries of Mexico. With strong aspirations of furthering my understanding and incorporation of the variations of Latino and multicultural lifestyles, spanish language, and cultural experiences within these industries. I will be living in Playa del Carmen, Riviera Maya, Mexico starting January 7th, 2009 with the purpose of relocation, further education of, employment (freelance-contract and/or fulltime) and involvement with the Latin American, European, and multicultural lifestyle communities and businesses that Playa del Carmen and the Mexican culture have embraced, enriched, and supported.

**It would be my pleasure in scheduling an informal meet-and-greet with you. I am open to your thoughts. You can contact me at email: [leo@grafiseno.com](mailto:leo@grafiseno.com) or at cell number: 1.312.952.9375. Local Mexico number soon to come. Thank you.**