

# HÉCTOR LANDRÓN

GRAPHIC DESIGNER / ART DIRECTOR

**Languages:**  
Spanish & English

**Portfolio:**  
[www.hldesignpr.com](http://www.hldesignpr.com)



## 2002 - PRESENT DREYFOUS & ASSOC.

2010 - 2014

**Role:** Art & Design Division Supervisor

**Responsibilities:** Lead and supervise a team of creative designers and illustrators, as well as brainstorm, conceptualize and oversee implementation of the artistic digital, print, audio recording and video commercials for advertising and educational lessons.

Accountable of outsourcing the necessary resources such as production houses, audio recording studio, photographers, illustrators, models and any other props necessary for ads and video commercials.

2002 - 2010

**Role:** Graphic Designer

**Responsibilities:** Conceptualize and design innovative ideas for advertising material in all media sorts, including UI & UX for websites, web applications, multi-platform games and software

**Supervisor:** Carlos Reyes

## 1998 - 2002 CASA PUBLICITARIA

**Role:** Art Director

**Responsibilities:** Lead a team of creative designers, as well as brainstorm, conceptualize and oversee implementation of the artistic digital and print designs for advertising campaigns.

**Role:** Graphic Designer

**Responsibilities:** Conceptualize and design innovative ideas for advertising material in all media sorts.

**Supervisor:** Ángel Muñoz

## 1996 - 1998

FREELANCE

## Education:

2006

Animation Mentor  
Online Character Animation  
Certificate (1 year and a half)

2004

Academy of Art University  
San Francisco  
Computer Graphics  
BFA (On hold)

2003

Instituto de Banca y Comercio  
Puerto Rico  
Programming - 1 year certificate  
(honors)

1997

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Puerto Rico

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