

GLADYS CORBALÁ

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Santa Monica, CA 90405

760.4579598
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LANGUAGES

English
Spanish
Italian

INTERESTS

Travel
Dance
Music
Food

VOLUNTEER

Food Sorting
@Los Angeles Food Bank

Blogger
@Social Media Week LA

/SUMMARY

Senior Art Director with +6yrs of ad-world experience in entertainment, beauty, automotive, finance and cpg.

<http://glcdportfolio.com>

/WORK EXPERIENCE

Sr. Art Director - Freelance - Los Angeles, CA

Vayner Media - Mar 2019 - Jun 2019

Managed multiple projects for Hulu and Clean&Clear

Worked from social strategy to concept development and execution

Art Director @ McCann - New York, NY | Nov 2016 - Dec 2018

Worked on 360 campaigns for L'Oréal Paris, Verizon and StateStreet.

Freelance - Art Director - New York, NY | July 2016 - Oct 2016

@KBS - July 18th - Oct. 30th (BMW Digital, ALS & New Business)

@TAXI Inc. - July 5th - July 17th (Maxwell House & New Business)

Jr. Art Director @ Acento Advertising - Santa Monica, CA | Feb 2014 - April 2016

Responsible for 360 campaigns from concept development to execution mainly for Wells Fargo and Pollo Campero, among others accounts. Also participated in various client pitches including NUCCO, Jafra, Covered California, Pollo Campero and AMPM.

Creative @ DIAZO | Fashion Advertising - Berlin, DE | June 2013 - Nov 2013

Worked on concept development, branding and user experience for brands like Deval, Blank and Iris Back Drop. Assisted the creative director on photoshoots and new designs for current clients.

Jr. Art Director @ alPunto Advertising - Tustin, CA | Aug 2012 - June 2013

Participated in concept development to final executions for consumer goods and pro-bono accounts.

Graphic Designer at Ivollo Studio - Mexicali, MX | Sept 2011 - June 2012

Assisted in design executions for various clients.

/EDUCATION

Parsons - Open Campus | 2017- 2019

Fashion Design Certificate

California State University Fullerton | 2013

BFA in Graphic Design

BA in Communications in Advertising

[AD Club Official Member]

Lorenzo di Medici, Florence, Italy | 2011

Study Abroad, Design/ Web / Art history

Design Club Official Member

Designio Instituto de Arte y Diseño, Mexico | 2009

Graphic Design Certificate

/SKILLS

Photoshop, Illustrator & Indesign

(Motion) After Effects & Premiere

Sketch

G-Suite

Photography

Quick Sketching