

CARLOS DEVILLASANTE, MFA

Graphic and Web Creative Design - Marketing Design - Brand Strategy

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Summary

Accomplished **graphic design professional** with a proven track record of **applied design experience** and strong design principles, knowledge, and understanding of what it takes to design for multiple channels (web, print, social, email, video), backed by a 20+ year career as an **award-winning visual artist and art educator**.

- **Expert technical skills** in Adobe Creative Suite, web development, photography, illustration, and video production, designing materials that enhance brands and create engaging, intuitive digital experiences.
- **Insightful and effective communicator** able to express ideas to other designers, clients, and stakeholders through strong verbal and written communication skills as well as listen deeply and accept feedback gracefully.
- **Excellent collaborator** who enjoys cross-functional partnerships to create strong on-brand creative executions.

Experience

2017 - present

COLORTHEORY.IO

Petaluma, CA

Founder, Graphic Designer, Digital Marketing Director

- Deliver full-service design, content, branding strategy and marketing services to help entrepreneurs and small companies increase exposure and grow their businesses.
- Develop marketing campaigns and associated creative content for clients in diverse industries including high-end residential construction, non-profits, environmental agencies, and several businesses in the service industry.
- Create online presence for companies, including building websites and social media profiles on Facebook and Instagram, leveraging SEO, and producing compelling video and graphic assets.
- Served as consultant to a creative agency, leading client acquisition and generating media and technology solutions customized to meet clients' individual situation and needs.

2018 - 2019

CASTLE USA, INC.

Petaluma, CA

Head of Design and Marketing

- Spearheaded all creative and marketing projects for this woodworking machinery manufacturer, including a comprehensive social media marketing campaign for the Castle 100 product launch.
- Responsible for all aspects of branding and design, including the company website, magazine and catalog ads, Facebook and Instagram ad campaigns, other promotional vehicles, and all printed and digital materials for tradeshow.

2009 - 2017

SONOMA STATE UNIVERSITY

Rohnert Park, CA

Associate Professor of Art

- Started as an assistant professor and, with high student scores, earned tenure in two years, instructing undergraduate BFA students in ten courses across a variety of media including design and digital imaging.
- Coordinated, executed, and promoted visiting artist lecture series and exhibitions regularly drawing audiences of 100+.
- Academic advisor for students, served on six committees, and was co-chair of the President's Diversity Council.

2001 - 2009

MIAMI INTERNATIONAL UNIVERSITY OF ART AND DESIGN

Miami, FL

Art Faculty, Visual Arts

- Taught 300 art students annually – undergraduate and graduate – from foundation courses to advanced studios in both classroom and studio settings.
- Contributed to developing the school's Master of Fine Arts program, developing course content, and obtaining accreditation by SECAC (Southeastern College Art Conference).

2001 - 2002

NEW WORLD SCHOOL OF THE ARTS – Adjunct Professor of Art

Miami, FL

1999 - 2000

UNIVERSITY OF MISSISSIPPI – Visiting Assistant Professor

Oxford, MS

1993 - present

CARLOS DEVILLASANTE (www.carlosdevillasante.com)

Worldwide

Visual Artist

- Award-winning visual artist with long-term gallery representation and featured in the permanent collections of New Orleans Museum of Art, Ogden Museum of Art, Fort Lauderdale Museum of Art, and Museum of Sonoma County.
- Featured in 20+ solo shows and murals and 100+ group shows worldwide, including Art Basel and multiple exhibits in Europe and Latin America.

Education

MEMPHIS COLLEGE OF ART

Memphis, TN

Master of Fine Arts, 1998

RHODE ISLAND SCHOOL OF DESIGN

Providence, RI

Bachelor of Fine Arts, 1989

Competencies

Graphic Design • Digital, Web and Print Design • Marketing Design • UX/UI Design • Wireframing • Content Design • Branding • Educational Design • Market Research • Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Adobe XD • WordPress • HTML • CSS • Bootstrap • JavaScript • PHP • Video Editing/Creation • English, Spanish, Italian, and French