



**Luis Ponce de León**  
Interactive Designer



**PONCEDESIGN**



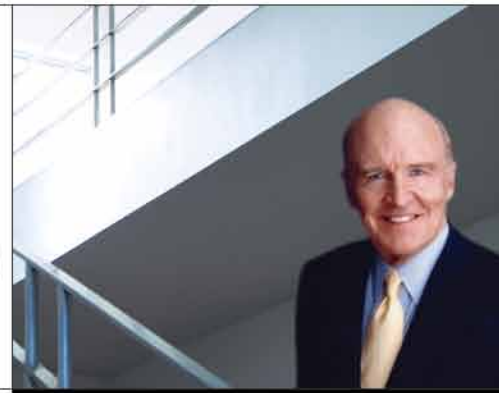
[www.PonceDesign.com](http://www.PonceDesign.com)



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+503-752-2982



**Dolby | Interactive Demo**

Personal Computer Entertainment  
Role: Art Direction  
Programming: Leslie Lothhammer

Agency: The New Group  
Portland, OR

**NYK+IBM | CD Rom**

Commemorative CD Rom  
Role: Art Direction  
Development: Fergal Roberts

Agency: Agile Industries  
NYC

**Vogue Magazine | Online Advertising**

Banners + Microsites  
Role: Art Direction

Agency: Agile Industries  
NYC

**Symantec | Microsite**

Partner Program Demo  
Role: Design+Development

Agency: AlloyRed  
Portland, OR

**GE | Press Room Web Page**

Press Room for Jack Welch  
Role: Designer

Agency: Modem Media  
Norwalk, CT

**Red Cross | CD Rom**

Commemorative CD Rom  
Role: Art Direction  
Photography: Bryan Grimes

Agency: PonceDesign  
Portland, OR

**Cisco Systems | Motion Graphics**

Event Video Loop  
Role: Motion Graphics Designer

Agency: CMD  
Portland, OR

**Heineken | Print Advertising**

Magazine Ad + Banners  
Role: Art Direction

Agency: VRM Advertising  
NYC

**Primavera | Industrial Video**

Corporate Marketing  
Role: Video Editing + Motion Graphics  
Creative Direction: David DuMoulin

Agency: Alloy Red  
Portland, OR

**Windows XP | Interactive Demo**

Home Entertainment Demo  
Role: Art Direction  
Development: Robb Milne

Agency: The New Group  
Portland, OR

**AD | Online Advertising**

Banners + Microsites  
Role: Art Direction

Agency: Agile Industries  
NYC

**Wacom | Interactive Tool**

Browser Based Marketing  
Role: Video Editing + Graphic

Agency: Hot Pepper  
Portland, OR

**QuarkXpress | Interactive Demo**

Role: Video Art Direction  
Development: Robb Milne

Agency: The New Group  
Portland, OR

**Wired Magazine | Web Advertising**

Banners + Microsites  
Role: Art Direction

Agency: Agile Industries  
NYC

**Intel | Interactive Video Demo**

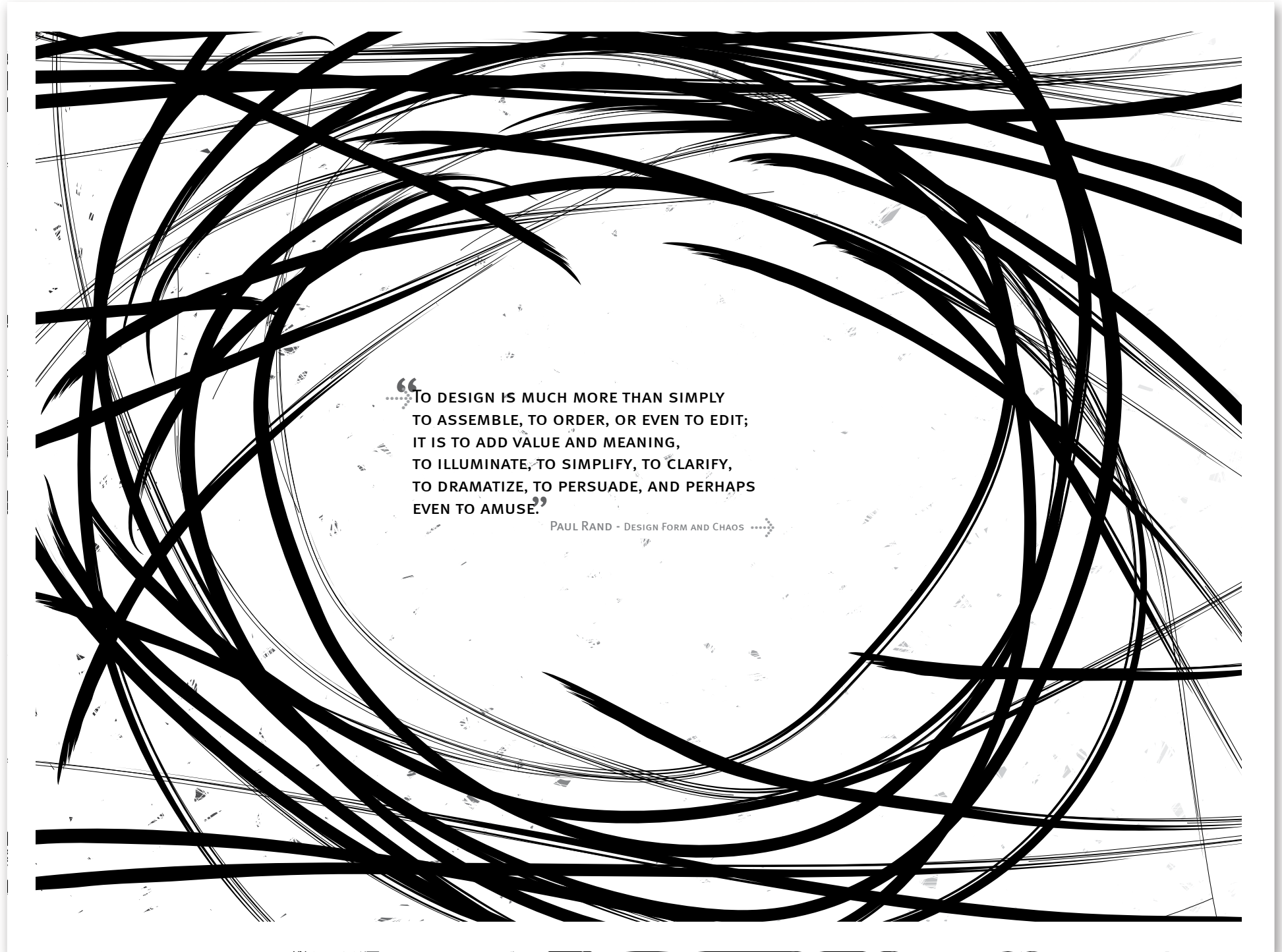
Intel Viiv Technology  
Role: Art Direction  
Development: Robb Milne  
3D Art: Noah Campbell

Agency: The New Group  
Portland, OR

**L'Oréal | Print Advertising**

Large Format Banners  
Role: Art Direction

Agency: VRM Advertising  
NYC



**Luis Ponce de León** || [Interactive Media Designer](#) || [luis@poncedesign.com](mailto:luis@poncedesign.com) | Cell: 503.752.2982

**BIO:** Luis is an award-winner and published multimedia designer. He has over ten years of experience working for design firms such as Agile Industries, Razorfish, Manhattan Transfer, Modem Media, AlloyRed, and New Interactive. His TV, Interactive and Print work includes clients such as IBM, L’Oreal, Wired Magazine, Intel, Heineken and General Electric.

**Online Portfolio:** [PonceDesign.com](http://PonceDesign.com) | **LinkedIn Profile:** [linkedin.com/in/ponce](http://linkedin.com/in/ponce) | **Twitter:** @poncedesign | **Facebook:** [facebook.com/poncedesign](http://facebook.com/poncedesign)

## EXPERIENCE

### Principal/Designer

[PonceDesign](#)

January 2000 – Present

PonceDesign offers outstanding creative solutions always dedicated to the client’s success

### Adjunct Faculty

[Portland State University](#)

April 2003 – Present

Multimedia Courses

### Senior Interactive Advertising Designer

[Fisher Interactive Network \(FIN\)](#)

February 2008 – March 2009

Develop and implement advertising solutions for all Fisher network sites

### Art Director

[One Economy](#)

January 2007 – February 2008

Design interactive solutions for One Economy’s web properties

### Art Director

[The New Group](#)

May 2005 – January 2007

Design and produce interactive campaigns for Dolby Systems, Intel and Quark Express

### Freelance Art Director

[Hot Pepper Studios - AlloyRed - CMD – New Interactive](#)

February 2002 – May 2005

Design and develop creative solutions for Symantec, Wacom, Web MD and Cisco Systems

### Art Director

[Agile Industries](#)

August 2000 – August 2001

Design and develop creative solutions for Wired Magazine, Architectural Digest, and New York Nicks

### Freelance Interactive Designer

[Razorfish - R!ot Manhattan - Modem Media](#)

January 2000 – August 2000

Design and develop interactive creative solutions for Razorfish, LavaSpoon and General Electric

### Art Director

[Vidal Partnership](#)

January 1999 – January 2000

Design advertising campaigns for IBM, Heineken and L’Oreal

### Broadcast Graphics Designer

[Univision](#)

May 1998 – January 1999

Create screen graphics for the 6:00 PM and 11:00 PM newscast

## EDUCATION

### Portland State University

[Professional Development Center](#)

Flash Action Scripting, XHTML & CSS and Video

Portland, OR – 2008 - 2010

### School of Visual Arts

[School of Continuing Education](#)

Web Design, HTML, Macromedia Director

New York, NY - Spring 2000

### SCAD

[MFA, Video](#)

Savannah, Georgia - 1994 – 1997

### American University

[BFA, Communications](#)

Washington, DC - 1990 – 1994

## TECHNICAL SKILLS

Programming: XHTML, CSS, XML, JavaScript, Action Scripting

Microsoft: Excel, PowerPoint, Word

Apple: Final Cut Pro, DVD Studio Pro, Motion

Adobe: After Effects, Premiere, Photoshop, Illustrator, InDesign

Adobe Web: Flash, Dreamweaver, Director, Captivate

A native of Madrid, Spain, Luis speaks fluent English, French and Spanish