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# RON CUETO

## DIGITAL ART DIRECTOR & DESIGNER

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RONCUETO.COM

Art director with creative vision, proven experience and a deep understanding of the digital world. A background that includes working on major brands in top-tier advertising agencies to start-ups and collaborating with crossfunctional teams and outside suppliers.

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## EXPERIENCE

### SENIOR DIGITAL ART DIRECTOR & DESIGNER

@ Palsio Inc. 2014 – 2017

Like in most start-up companies, I took on several roles. I was involved with business strategies that decided the direction of the product. Collaborated on product design for web and mobile apps with the dev and design team. This included UX/UI designs, creating prototypes quickly to test our ideas, and designed wireframes to high fidelity layouts while working with developers through launch. Worked with the marketing team to create offline marketing material and presentations to potential investors and customers. Produced commercials and video tutorials for the platform.

### SENIOR DIGITAL ART DIRECTOR & DESIGNER

@ Leo Burnett 2010 – 2012

I worked a majority of the time teamed with a copywriter. As a team, we would present creative from concept to completion, to group heads and clients. I worked on a number of brands, including Kellogg's, Bell, IKEA, Elections Canada, and Bounce. I briefed and directed outside vendors for illustrations, song creations, animation, and production. Designed mobile sites, rich online media, interactive work and brand iconography.

### DIGITAL ART DIRECTOR & DESIGNER

@ Proximity 2009 – 2010

I worked with teams on campaigns and presented creative from concept to completion for clients including Monster Canada, Gillette and Campbell's. This included websites, newsletters, and online banners. I also briefed and directed outside vendors for production with detailed documents and walkthroughs.

### DESIGNER

@ Arc Worldwide, Leo Burnett 2005 – 2009

I was hired as a front-end developer but quickly transitioned into fulltime designer. I worked on website graphics, online banners, and designed websites with the guidance of a Senior Art Director. I slowly moved from production to presenting design concepts to clients.

## SKILLS & EXPERTISE

ART DIRECTION  
RESPONSIVE DESIGN  
INTERACTION DESIGN  
USER EXPERIENCE  
DIGITAL MEDIA  
TYPOGRAPHY  
SOCIAL MEDIA

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## SOFTWARE & TOOLS

ADOBE PHOTOSHOP,  
ILLUSTRATOR, INDESIGN  
SKETCH  
INVISION  
IMOVE

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## EDUCATION

### INTERNET MANAGEMENT

Humber College, Toronto, ON  
2001 - 2002

### INTERNET ADVERTISING AND MARKETING

Red River College, Winnipeg, MB  
1999 - 2000