

EDUARDO SANTANA

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EDUCATION

Columbia University
Bachelor of Arts, Visual Arts

New York, New York
2014

CUNY CityTech
Visiting Student: Communications Design
Art Students' League of New York
Painting

Brooklyn, New York
2013
New York, New York
2010

University of Utah
Visiting Student: Visual Art and Art History

Salt Lake City, Utah
2010

EXPERIENCE

Linda Cummings Studio
Studio Manager

New York, New York
2012 - Present

- **Office Management:** Manage digital workflows and assets, project time lines, book keeping, vendor logistics.
- **Training & Support:** Staff, train and supervise Studio Internship Program. Teach crucial studio skills and practices.
- **Web Design:** Created and maintain interactive website for desktop and mobile.
- **Branding Strategy:** Design and maintain visual identity, analyze and guide artist self-presentation.
- **Marketing:** Identify new markets, professional contacts, press outreach and opportunities.
- **Print design:** Create promotional and exhibition materials, including layout, image editing, production supervision.
- **Video production:** Edit footage for studio video projects on Cummings' work.
- **Artist Assistance & Consulting:** Perform assigned tasks while assessing studio efficiency and branding needs to create and execute self-supervised projects.

HydroHair
Branding and Design Consultant

Brooklyn, New York
2014 - Present

- **Branding Strategy and Visual Identity:** Conceptualize and maintain consistent style, create print and digital advertising strategies, keywords and phrases for branding.
- **Print Design.** Create product labels and marketing materials, including layout, image processing, copy, and production supervision.
- **Web Design:** Created and maintain interactive website for mobile and desktop
- **Marketing:** Perform vendor outreach, press outreach, digital advertising placement and design.
- **Social media:** Coordinate Twitter, Instagram, Facebook campaigns, analyze response and interest.
- **Logistics:** Coordinate with product production, oversee accounts and vendors.

E2Santana Studio
Principal

New York, New York
2007 - Present

Clients include

- **Naturees:** Visual Identity, Print Design, Web Design (desktop/ mobile), original illustrations.
- **MAW Projects:** Original logo, Brand Strategy, Visual Identity (stationary), Web Design (desktop/mobile).
- **Studio 59BK:** Print Design, Marketing, Web Design (desktop).
- **Raw Art Magazine:** Original logo, Web Design (desktop).
- **Stephanie Bertumen:** Web Design (desktop/mobile).
- **Spears: The Musical:** Print Design and promotional poster concept.
- **CheatSheet:** Brand Strategy, Print Design.

SKILLS

- **Expert:** Adobe Creative Suite (In Design/Photoshop/Illustrator/Muse/Premiere/Audition), SketchBook Pro
- **iWork** (Pages, Numbers, Keynote), **Microsoft Office** (Word, Excel, Powerpoint), **Mac OS X** Technical Support
- **Content Management** (Wordpress & Squarespace), **Remote Server Support** and **Domain Name Management**
- **SEO** (Google Analytica), **Social Media Marketing** (Facebook & Instagram),
- **Multi-Channel Color Separation** for Lithography and SilkScreen. **Painting, Printmaking, Binding & Photography**
- **Positive approach** to creative development based on studio critique model of feedback and refinement.
- **Focused on listening and learning** in client interactions and team projects; self-motivated and capable of original concepts and solutions in independent work.