



# Josué Canas

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Work Samples at [www.josuecanas.com](http://www.josuecanas.com)

## Education

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2013 - 2016	Politecnico di Milano	Italy	Msc Communication Design
2011 - 2012	Istituto Europeo di Design	Italy	Master Design Management
2008 - 2011	Universidad Rafael Bellosó Chacín URBE	Venezuela	Graphic Design
2005 - 2008	Instituto de Tecnología Industrial IUT	Venezuela	Marketing and Sales

## Languages

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Spanish	Mother tongue	
Italian	Reading / writing / speaking Fluent	Level C2
English	Reading / writing / speaking Fluent	Level C2

## Work Experience

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2017/06 - 2019/07

### **ISKO International**

Part of SANKO GROUP International

Global leader in manufacturing and distribution of denim fabrics

Italy & Turkey

#### **- Creative Art Director**

#### **- Brand Specialist**

Responsible for the Visual Brand strategy execution, Implementing communication projects to promote the Brand for both B2B and B2C market with an up to date look focus on the end consumer.

- Managing and Coordinating the new digital flagship launch visual creative concept content creation. UX Mapping analysis and description. Mock-ups, wide-frames, graphics & interface design production coordination. Visual content & storytelling creation (video, animation & photography). Testing sessions & workshops coordination with Stakeholders.
- Implementing the new visual brand strategy through communication projects across advertising and promotional campaigns printed and digital internal/external on-line platforms, translated into the increase of visual partnerships and co-branding with clients to the end consumer.
- Project management, scouting and supervision of external digital/web and print suppliers, creative communication studios, brand agencies and creative professionals freelancers.
- Event Management, creative concept and visual communication, planning and organization of products launch & company event for German, French, Italian and UK markets, trade fair & end-consumer design exhibitions.

2016/05 - 2017/05

## **A&S Team srl**

Event Management and Communication Agency  
Italy

### **- Art Director**

Responsible for the conceptualization design and creation of Visual communication for International conventions, Team Building, Road Shows and Corporate presentations, with a unique competitive advantage through in-depth research focused on the internal brand and communication strategy and Identity.

- Structured complex corporate banking-related information, translating into accessible visual designs and content. Emphasized brand continuity across various media, Creation of engaging educational materials for training during the events.
- Provided creative vision and concept design for international corporate companies brief while meeting strict turnaround schedule, resulting in successful events across Europe and Asia: Portugal, Spain, UK, Italy, Shanghai.

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2015/04 - 2016/01

## **AGM Pelle / Talamona**

Leather luxury goods manufacturing  
Italy

### **- Art Director**

Focus on establishing the brand recognition and awareness, coordinating communication for print and social networks platforms. Website design and concept layout development as part of a visual communication strategy designed to create a solid corporate identity and the Brand awareness with the consumers.

- Created and supervised production of visual material, product photo-shooting and printed materials such as catalogs in support of product awareness in the Italian market, the brand identity within touch points and sales corners in concept stores.
- Maintained authenticity of the brand across social network with campaigns that moved consumers to action and engage across digital official platforms.

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2014/05 - 2015/05

## **Vitra International**

Worldwide manufacturer of internationally renowned furniture designers  
Switzerland

### **- Creative Designer**

Part of the international Marcom department, responsible for visual communication concepts, ideation and development of corporate publications and product promotional campaigns for the European and American markets.

- Project management and design Concept internal digital platform following the business strategy and product(s), leading and facilitated group sessions with stakeholder and web developers, Mock-ups, wide-frames, graphics & interface design
- Design marketing communication material for printing campaigns, brochures, event communication, and company advertisements for Company communication and Sales activities.
- Coordinated communicational material production, prepared printing and assembly instructions managing the overall print production process.
- Created web graphics and visual concept material for products communication.
- Packaging Design.

2014/02 - 2014/05

## **Legami**

Office and Home Goods & Accessories

Italy

### **- Graphic Designer**

Graphic design, concept & development of product communication, graphic design for product packaging, retail displays, graphic design concept and creation for daily agendas, calendars, notebooks covers, cellphone & tablet covers, office/home gadgets.

- Managed graphic design projects from concept through completion.
  - Work closely with product managers to create and conceive designs ideas for products promotion.
  - Consistently meet daily deadlines and requirements.
  - Created new design themes for collateral materials.
  - Collaborated with the creative team to design and produce artwork for sales activities.
  - Participated in printed material production coordination.
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2013/01- 2014/01

## **1000 Mondì - Travel Operator**

Travel Agency & Operator

Italy

### **- Art Director**

Art Director in charge of the re-branding, giving a new visual representation to create recognition and give a higher level of value and trust on the company. Website design, social media management for Facebook, advertising campaigns to engage with customers.

- Concept and Design new on-brand visual identity system to effectively convey concepts and company messaging.
  - Advertisement & travel trade show material communication design.
  - Maintaining the consistent use of graphic imagery over print and m digital platforms.
  - Design of graphics for websites, logos and promotions for marketing purposes.
  - Concept, design and preparation of all design layouts into prepress files for offset, web and digital printing.
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2011/09 - 2013/01

## **Miami View Magazine**

US & Latin America Magazine

United States

### **- Art Director**

Visual concept creation and development of the overall look of the finished product, layout design to accompany articles, visual promotion & brand identity development, generating a strong public recognition in Miami and north of Venezuela.

- Concept and execution of magazine layout designs.
- Management and supervision of the complete design and production process of each issue.
- Responsible for photo editing and illustrations ready to print material.
- Improved Miami View Magazine brand identity by applying design principles, typography, color theory, and composition for the promotional materials.

2011/01 - 2011/08

## **Banco Central de Venezuela**

National Bank of Venezuela

Venezuela

### **- Graphic Designer**

Graphic design for corporate communication material, managing the visual concept for internal and external communications, focus on social, cultural and economic national topics.

- Ensured the layouts are produced in time to meet internal deadlines and schedules.
- Created corporate collateral and public affairs material.
- Ensured compliance with approved design standards to provide quality design, safety, constructibility, reliable operation, construction economy, and operating convenience.

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2007/07 - 2008/08

## **CVP PDVSA Petroleos de Venezuela S.A.**

National Oil Industry of Venezuela

Venezuela

### **- Graphic Designer**

Graphic designer for the Venezuelan oil industry PDVSA creating both print & digital material for corporate communication and non profit social projects, creating campaigns to promote the company social activities around the country.

- Developed and maintained print/web collateral graphical standards following the company visual guidelines.
- Developed up to the date concepts for the Venezuelan Oil industry Department and the national companies part of the CVP corporation.
- Working direct with Public Affairs team for social communication material and national company promotion.

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2006/01 - 2007/01

## **Asia Factory Direct**

International Exporter, Importer, distributor

United States

### **- Graphic Designer**

### **- Web Designer**

Development of the company visual identity, Website layout design, maintenance and content updating, Advertising campaigns for company services and products promotion.

- Designed company brand identity based on corporate personality.
- Concept and design of company website.
- Designed digital content and campaigns to promote services and products through the web platform.
- Concept and design artwork, infographics, on-line advertisements and banners to support the sales promotion objectives.
- Successfully translated subject matter into concrete design for corporate newsletters, sales materials.