

Josué Canas

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Summary

Creative professional with 8 years experience in visual communication & design and 5+ years of experience in creative art and digital direction including managerial positions. Supervised the development of National and International creative projects on a global scale (Europe, Asia, America) including brand strategy development, communication and media actions planning, digital social/web strategy development, brand and product communication, event management; involved in international fairs and events as IMM Cologne, Salone Internazionale del Mobile, Copenhagen Fashion Summit and Green Carpet Fashion awards, ISKO I-school awards.

Work experience

Habitus Creative Brand & Digital Design Consultant	Italy 2019/08 - Present
ISKO Denim International Creative Art Director Global Brand Specialist	Italy / Turkey 2017/06 - 2019/07
A&S Team Agency Event and Communications Art Director	Italy 2016/05- 2017/05
Vitra International Creative Visual Designer	Switzerland / Germany 2014/05 - 2015/05
Legami Creative Graphic Designer	Italy 2014/02 - 2014/05
Banco Central de Venezuela BCV Graphic Designer	Venezuela 2009/10 - 2011/08
PDVSA Petroleos de Venezuela S.A. Graphic Designer	Venezuela 2007/07 - 2009/08

Education

MSc Communication Design	2013 - 2016	Politecnico di Milano POLIMI
Master Design Management	2011 - 2012	Istituto Europeo di Design IED
BA Graphic Design	2008 - 2011	Universidad Rafael Belloso Chacin URBE
BS Marketing and Sales	2005 - 2008	Instituto de Tecnologia Industrial IUTI

Language

Spanish	Mother tongue
Italian	Level C2 r/w/s
English	Level C2 r/w/s
Portuguese	Level A2 r/w/s

Skills

B2B and B2C communication management, marketing execution, brand planning, budget-management, storytelling and strategic creative thinking, managing product launches, creating and managing promotional collaterals, strong visual design sense, photography & photoshooting direction, editorial design, branding, solid knowledge of the digital landscape, web design, web development lead, social media strategy, visual project management, event management, user research, wireframing & UI prototyping, interaction design, information architecture, user empathy, people leadership.

Work samples

You can find some of my work samples at www.josuecanas.com

Due to privacy agreements, some work samples can only be displayed during in-person meetings and/or through external links.

Work experience

Habitus

Creative B&D Design Consultant

2019/08 - Present

Brand Communications

Italy

Supporting the organizations forge an identity and promote it effectively, developing ways to convey image and information to a specific target and market, analysing and evaluating the brand identity, brand performance and brand strategy of their clients' products or services, developing and executing digital solutions for web and social network, brand identity including brand book and guidelines, product, services and company visual communication strategy.

- Responsible for leading creative projects in the successful creation and production of design solutions for the assigned accounts.
- Conduct ongoing client's competitor review, keeping a pulse on what other brands and retailers are doing in activating their brands through digital assets. Make ongoing recommendations on how we continue to elevate and raise the bar in how we engage our customer. Keeps current on trends, fashion, magazines, retail stores, popular culture, web/online and social media, and industry talent/influencers
- Coordination and execution the promotional material design in online and offline channels for clients.
- Brand strategy across clients all business functions improving the consumer experience and the brand awareness online/offline channels.
- Web design including the concept creation, user research and testing, create personas through user research and data, development of wireframes and task flows based on user needs and prototyping, UI design to implement attractive designs, web management with external developers.
- Concept and execution of new and refresh brand identities package including set of documents with guidelines for maintaining brand identity across all aspects of the business, usability on different touchpoints and channels helping in the alignment of different departments in communicating consistent messaging giving the clients business a framework of consistency and cohesion.

ISKO Denim International

Creative Art Director - Global Brand Specialist

2017/06 - 2019/07

Denim mill part of SANKO GROUP International

Italy & Turkey

Responsible for executing the Visual Brand strategy and implementing communication projects to promote the Brand, for both B2B and B2C markets, with an up-to-date look focused on the end consumer. International partnerships such as Tod's, Gstar, Zegna, Diesel, Replay, Hugo Boss, Taylor Stitch, Stella McCartney, 7 for all mankind, among others.

- Responsible for developing and executing partnership initiatives and marketing strategies to grow the company partner business with select co-brand partners on a global scale.
- Responsible for the brand development with key companies/clients and the global communication in store, social and web for B2C targeted audiences, product launches and loyalty programs increasing the company brand awareness and perception.
- Managing and coordinating the new digital flagship launch and related visual creative content creation. UX Mapping analysis and description. Mock-ups, wide-frames, graphics & interface design production coordination. Creating visual content & storytelling (video, animation & photography). Coordinating testing sessions & workshops with Stakeholders.
- Implementing the new visual brand strategy through communication projects across advertising and promotional campaigns, both in print and digital internal/external on-line platforms, which translated into an increase in visual partnerships and co-branding with clients to the end consumer.
- Project and budget management, scouting of external Digital/Web and Print suppliers, Creative Communication Studios, Agencies and Freelancers, International communication paid partnerships with companies such as Vogue International and Vogue Italia.
- Event Management with a focus on the visual communication, planning and organization of product launches & company events for German, French, Italian and UK markets, Trade and end-consumer exhibitions including Copenhagen Fashion Summit 2017/18/19 editions, Green Carpet Fashion awards 2017/18 edition sponsorship with Camera della Moda Italiana.
- Project Management and Organization for Salone del Mobile 2019: Denim Sound Textures, a 2019 edition top-10 exhibition in collaboration with Wallpaper* magazine + 10 international denim Brands.

A&S Team srl

Event & Communications Art Director

2016/05 - 2017/05

Event Management and Communication Agency

Italy

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 brand values for clients as: Samsung, Alleanza, AGOS, Banco BPM, Credit Agricole, Royal Canin, Cartier among others.

- Structured complex corporate banking-related information, translating it into accessible visual designs and content. Emphasized cross-media brand continuity, Created engaging educational materials for training during the events.
- Provided creative vision and concept design based on briefs from international companies while maintaining a strict schedule, resulting in successful events across Europe and Asia: Portugal, Spain, UK, Italy, Shanghai.

Work experience

Vitra International

Creative Visual Designer

2014/05 - 2015/05

Worldwide design furniture manufacturer

Switzerland

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 of the digital internal sales web platform following the business strategy and objectives of the product(s) presentation, promotion and sales to support the European sales representatives, lead and facilitated group sessions with stakeholder and web developers, Mock-ups, wide-frames, graphics & interface design.
- Design marketing communication material for print campaigns, brochures, event communication, and company advertisements.
- Coordinated communicational material production, prepared printing and assembly instructions managing the overall print production process.
- Coordinated development, implementation, and evaluation of event-related email campaigns. Created web graphics and visual material & designed packaging for products and accessories and communication material in different languages.

Legami

Creative Graphic Designer

2014/02 - 2014/05

Office and Home Goods & Accessories

Italy

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.

- Successfully managed graphic design projects from concept through execution and presentation.
- Worked closely with product managers to create and conceive designs for promotion.
- Consistently met daily deadlines and requirements.
- Created new design themes for collateral materials.
- Collaborated with the creative team to design and produce artwork for promotional materials.
- Participated in print production material execution and coordination.

Banco Central de Venezuela

Graphic Designer

2009/10 - 2011/08

National Bank of Venezuela

Venezuela

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 were 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.

CVP PDVSA Petroleos de Venezuela S.A.

Graphic Designer

2007/07 - 2009/08

National Oil Industry of Venezuela

Venezuela

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's 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.