

Armando Lazo

Miami, Florida

786.200.3916



Creative Art Director | Magazine Art Director | Graphic Designer | Web Designer.

More than 17 years of professional design experience creatively producing for the publishing, technology, consumer and entertainment sectors.

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[Linkedin](#)



## Experience

### The O'Donnell Agency | Mach 2013 to Present | Art Director

Responsible for managing the agency's design department.

Create concepts and present them to the internal team and the clients.

Design all client-based print and online materials including brochures, collateral materials, media kits, as well as Websites, Micro-Sites and Social Media graphics. Also responsible for overseeing the printing process of all these materials.

Vast experience negotiating and dealing directly with recognized print vendors and suppliers, local and nationwide.

### The HAP Group (IDG Latin America), Miami, Florida | August 2007 to January 2013 | Creative Director - Art Director

Create and direct the original art design of PC World en Español Magazine and manage the layout and production of the magazine.

Manage the online editions of the magazines: [pcworldenespanol.com](http://pcworldenespanol.com) and [cioal.com](http://cioal.com).

Generate Google Analytics reports and create condensed data and presentations for editors/clients.

Create and maintain social media campaigns and online advertising via DFP.

Design and productions of micro-sites dedicated to special events, advertorials and other initiatives for clients like DELL, HP, Samsung, among others.

Create concepts and design direct marketing media materials such as: brochures, inserts, newsletters.

Oversee the printing process for the magazine and the specialized books created by the company.

Design of media kits, brochures, sales presentations and Annual Reports for the company.

Responsible for the design of the audiovisual presentation of the PC World Latin America Awards, and all the materials pertaining to the ceremony.

Execute photo shoots of products and executives for the covers and special sections of the magazine.

### IDG, Miami, Florida | September 1994 to August 2007 | Art Director/Technical Director

Manage the design, layout, original art creation and handling of the printing process of PC World en Español Magazine, the Latin American edition of PC World.

Manage the online editions of the magazine [pcworldenespanol.com](http://pcworldenespanol.com).

### Editorial Televisa, Miami, Florida | March 1993 to September 1994 | Production Coordinator

Handle the production process of various publications within the company, such as National Geographic en Español, PC Magazine, and Caras, among others.

Serve as a liaison between the publisher and the printer.



## Skills



## Education

Institute of Industrial Design, Havana Cuba; **Graphic Design/Illustrator B.A.**

*Fluent in English and Spanish*



## Freelance History

**Art Direction** – Sony Style Magazine (Latin America edition), Construction Machinery, Mining Magazine, Andes Pacific Magazine.

**Advertising Concept and Design** – Kodak, AMD, Casio, Panasonic, Samsung, Entenmann's.

**Collateral Materials Design** – Viewsonic, Zebra Technology, Samsung, HP, Entenmann's, Rehabilitation Center of Miami, Max Plank, Cultural Council of WPB.

**Logotype design/creation** – IDG Latin America, Orange Bite Production, Emerging Majorities Marketing, Inc., Rehabilitation Center of Miami, tilt-lock.com, L&L Communications Group, The HAP Group, among others.

**Web Design** – TDC International, Orange Bite Corp., Heron Bay Gourmet, International Pain Institute, IDG Latin America, Caribe Lakes HOA, Rehabilitation Center of Miami, Simposio de Medicina Biocelular, Tecnica America, tilt-lock.