



Diego Gomez
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Summary

Ten years of experience in building digital products for Pharmaceutical and Fashion brands. I am very passionate about helping brands engage their audiences in the digital space using emerging platforms. My tools of choice include observation, brainstorming and storytelling.

Some things I do well

Creative and Art direction, Graphic Design, UI/UX Design, Mobile, Application Development, Fashion Marketing, Social Strategy, Emerging Media, Team Management, Instructional Design.

Where I'm going

I'm looking to design beautiful and engaging products in the mobile space. I conceptualize digital solutions through research, modern thought, process and a healthy obsession for the new.

Experience

Tricore Interactive – www.etricore.com

Director Emerging Media/Creative Director/Art Director/UI Designer
December 2004 – Present

Clients: GlaxoSmithKline, Novartis, Johnson & Johnson, Medimmune, Merck and Genentech
Started as a multimedia developer and worked my way up the ranks. I provide Creative and Art direction to all our Pharma/Biotech brands. I manage the Creative and Development team, a multidisciplinary group of individuals working intelligently to deliver distant, mobile and live training solutions. I'm also responsible for establishing and implementing the design, technology and innovation strategy at a corporate/business level.

EYECUT – www.eyecut.org

Sole Proprietor, Visual Designer & Web Developer
January 2004 – Present

Clients: MTV, SoBe, NYIT, In Style, Elle, Fendi, Fruit of the Loom, Mott's, Cartier, Diet Coke and EmberMedia
Over the years I have had the opportunity to work on various freelance projects for the Fashion, TV/Film and Publishing industries. Services range from design, to application development, to animation and motion graphics.

ZTH Tech – www.zthtech.com

Multimedia Developer
April 2003 – November 2004

Clients: AstraZeneca, Novartis and GlaxoSmithKline
I worked as a multimedia and web developer. Designed several websites and marketing materials. Helped identify requirements and resources. Developed site structures and navigation in preparation for client proposals, presentations and final products

Charterhouse Systems Group – www.charterhouse.net

Multimedia Developer
February 2002 – March 2003
Clients: Merck, Verizon and others

I was responsible for UI design, graphic design and Flash animations for web-based applications.

Education

HyperIsland Master Class– New York, NY
Master Class in association with the One Show – 2011

SkillShare.com – New York, NY
Launching your Startup Idea with Michael Karnjanaparakorn – 2011
Web Application Development with Jeff Escalante - 2011
Designing your Design Career with Keenan Cummings – 2011

Devotion Gallery - Brooklyn, NY
Ableton Live 8 Immersion - 2010
CMOS Music - 1-bit Modular Digital Synthesis - 2010

Presenting Data and Information - New York, NY
Course by Edward Tufte - 2009

Universidad Central – Bogota, Colombia
Advertising with a double major in Copywriting and Graphic Design, 1995 – 2000

Languages

English and Spanish

Interests

Spending time in the NYC with my wife, playing music, art collecting, Instagram photographer and watching movies (usually with subtitles) ☺

Awards

- 2009 – Horizon Interactive Awards – Compliance University – Gold
- 2009 – Horizon Interactive Awards – Virtual Orthopedic Surgery – Bronze
- 2009 – Summit Creative Award – Emerging Media – Bronze
- 2010 – Horizon Interactive Awards – Virtual Orthopedic Surgery – Bronze
- 2010 – IMA (Interactive Media Council) – Outstanding Achievement Award in Training
- 2011 – IMA (Interactive Media Council) – Selling in Hospitals – Best in Class