

Jose I. Acosta

Art Director

Concept Development / Web Design / Product Design /
Print Advertising / Video Production

**I help leaders turn complex business strategies
into dynamic and easy to grasp visual directions.**



Professional Experience

Feb 2015 - Present

Sr. Creative Designer

CoreLogic Inc. | corelogic.com

PropTech | Property Data. **USA.**

With more than 4.5B records, CoreLogic is the leader of property-level insights in North America. CoreLogic helps people find, buy and protect the homes they love.

Global product marketing and visual direction support & strategy.

- 5 big successful campaigns for the insurance market leading to new business opportunities and creating new standards for promoting insurance tech in the North American, European and Australian market.
- Sole creative director for marketing events helping to optimize costs and to maintain high quality standards. Open House 2020 led to the closing of one of the biggest clients in years, Liberty Mutual.
- Creative leader behind Liberty Mutual pitch, helping the visual strategy of the business proposal.
- Visual Strategy for all business units, improving and developing new paths leveraging brand penetration, working along the digital marketing team and through CRM.
- Sales presentations visual support, helping sales leaders deliver compelling and memorable content through digital media and presentation strategies.
- Worked directly with the C suite on visual strategies applied to quarterly marketing goals implementing fresh concepts and visual directions through web, social and digital presentations influencing product design.

Jan 2015 - Feb 2015

Graphic Designer

Cossette | cossette.com

Advertising Agency. **Canada.**

Fully integrated marketing communications agency offering a full range of cutting-edge communications services.

- Graphic design for production department. Key production role for McDonald's McCafe Dark Roast campaign of Q1 2015.
- Production support for sales pitches, including promotional materials and presentations, elevating the design output through key presentation principles and delivery time optimization, cutting costs leading to client satisfaction.

Portfolio

joseacosta.me

Contact

T. 647 462 3931

joseacosta82@me.com

Sept 2014 - Nov 2014

Graphic Designer

dentsu | dentsubos.com

Advertising Agency. **Canada**

Operating in 145 markets worldwide & 48,000 specialist, dentsu helps their clients win, keep and grow their best clients.

- Graphic design for production department, key role in delivering national campaigns for Canon, Lexus, Toyota, CAMH and large Pharmaceuticals like Abbott, Novo Nordisk, Celgene and Alexion among others.
- Art direction in two campaign pieces for Lexus and Toyota achieving final approvals from clients before deadline.

Dec 2012 - Dec 2015

Marketing & Sales Director

Konfort, Canada

International Carpet and Rugs Manufacturer. **Canada**

- Art direction and marketing strategy for the Canadian market through various digital marketing tools through CRM working with Debbie Travis' former VP of product.
- Product sample packaging design.

Aug 2012 - Oct 2012

Graphic Designer

Klick Health | klick.com

Digital Agency. **USA & Canada.**

Klick Health is the world's largest independent health agency, laser-focused on creating solutions that engage and educate healthcare providers about life-saving treatments

- Graphic design support for several client teams including Sony USA, Rogers, HSBC, Bristol-Myers Squibb, Millennium Takeda, VELCADE, Amgen and Pfizer among others designing iPad apps, e-learnings, web banner ads, websites and blogs.
- Created company's 2012 annual townhall keynote among other internal presentations, including new hire welcome presentation by all the teams and departments.
- Personal congratulations by Leerom Segal (Award winning Author and CEO) for the dedication, team commitment and hard work demonstrated.

2009 - 2015

joseacosta.me | Portfolio Work

Art Direction & Concept Development. **Latin America, Canada, USA, India & Qatar**

- Intercontinental Hotels, Logo design for TV Channel in Crowne Plaza Hotels.
- AT&T Global Services, multimedia presentation support for Canada and Latin America Sales Kickoff.
- Shell Outpost Qatar, greeting cards for Qatar newcomers.
- Simons stores, window display for fall and winter 2014 home collection. Samantha Pynn HGTV, corporate and retail branding, including package design

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2007 - 2008 - 2013

Art Director

Beckon Scientific | beckonsc.com

Healthcare Supply Chain. **USA, Spain, Venezuela**

- Created Beckon's identity in the global healthcare market. Worked with executive leadership team to address target markets strategies and establish success criteria.
- Created brand and multimedia design options to meet requirements.
- Executed multimedia and web design including product package, catalogs and posters in English, Spanish and Portuguese. Recognized by CEO for meeting overall corporate vision.
- Website re-design and digital/printed product catalog design.

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Qualifications Profile

- Digital Psychology and Emotional Design Certificate - AlterSpark - Academy of Digital Spychology, Toronto - Canada 2018
- ACADEMY OX. UX UI Design Course, Toronto - Canada 2016
- ACCESS & Humber College Partnership, Sales & Marketing Connections Toronto - Canada 2012
- Universidad Rafael Belloso (URBE) Graphic Design Bachelor Degree - Maracaibo, Venezuela
- Macromedia Certificate (Adobe) in Advanced Flash (Basic Action script 2.0). Posa Creative Studio, Caracas - Venezuela. 2004
- Macromedia Certificate in Basic Flash. Posa Creative Studio, Caracas - Venezuela - 2003
- High Intermediate English Certificate. Rutgers University. NJ. 1999. ESL program.
- Fluent in Writing and Speaking Spanish and English

