

Sebastian Surroca

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Education

Degree in Graphic Design and Advertsing

Florida Metropolitan University, Orlando College

Professional Experience

Underground Products, UGP / 2006 - 2009

Creative Director

Duties Performed

- Lead apparel designer.
- Design garments and footwear from sketch level to finished product.
- Forecast and develop collections from concept to completion.
- Work with Malaysian team in designig and creating innovative products for American and overseas market.
- Creation of all print and marketing materials.
- Manage staff of 3 creative team members.

Brand Architecture / 2005 - 2006

Lead Graphic Designer

Duties Performed

- Worked with other design team members in the redesigning of the Outback Steakhouse brand.

Profile Racing / 2003 – 2007

BMX and BMX freestyle components manufacturer

Independent Brand Developer

Duties Performed

- Developed and maintained creative look for all marketing and print materials including advertising, logo creation and packaging or pop materials.
- Apparel design and development.
- Product design and development.

Madera BMX / 2005 – 2007

BMX and BMX freestyle components manufacturer

Independent Brand Developer

Duties Performed

- Developed concept as well as story behind this start up BMX brand.
- Developed and maintained creative look for all marketing and print materials including advertising, logo creation and packaging or pop materials.
- Apparel design and development.
- Product design and development.

Aquatic Eco Systems / 2003 – 2005

Aquaculture resale and distribution

Creative Director

Duties Performed

- Managed Creative Services Department including responsibility and supervision of up to 7 design staff team members.
- Created and executed marketing campaigns and all related materials.
- Design and creation of annual 500+ Master Catalog.

Esaych Clothing Company / 1999 - 2004

Owner/Operator

Independent clothing company specializing in BMX Freestyle lifestyle

Duties Performed

- Creation and design of all apparel and related graphics
- Responsible for all aspects of marketing, as well as advertising and public relations.
- Ad, collateral, packaging, and pop design
- Team management

Jackson Advertising / 1997 – 2002

Full service advertising and marketing agency

Senior Art Director

Duties Performed

- Created all related graphic and marketing material for numerous high level accounts, including Atlanta Braves Spring Training, Disney's Town of Celebration and University of Central Florida.

Portfolio available at:

www.sebastiansurroca.com