



**Luis A. Solórzano**  
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**summary**

as an experienced graphic designer, to contribute as a creative lead in the capacity of art director/creative director

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**skills**

- supervision of projects from concept through fulfillment
- concept & design of print, collateral, packaging, direct, corporate identity, typography, web, OOH & broadcast
- photo art direction; excellent illustration skills
- extensive Macintosh experience; InDesign, Illustrator, Photoshop, Dreamweaver & Powerpoint
- management, selection & negotiation with talent & vendors
- close interaction with clients to define goals, develop concepts & marketing communications
- excellent track record for completing projects under deadline & budget restraints

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**experience**

- 2009–current art director, *freelance*
- 2006–2009 studio artist  
**Deutsch Advertising**, Los Angeles, CA
- 2005–2006 art director, *freelance*
- 1999–2004 associate creative director  
**Pulsar Advertising**, Beverly Hills, CA
- 1991–1998 principal / creative director  
**Harbison & Solórzano**, Long Beach, CA
- 1987–1991 senior art director  
**Mattel Inc.**, El Segundo, CA
- 1985–1986 art director  
**Saatchi & Saatchi Direct**, Newport Beach, CA

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**accounts**

- Arlington County Metro
- Bay Area Rapid Transit
- California Milk Advisory Board
- Citifare (Reno Transit)
- DirecTV
- Disney
- Dr. Pepper
- Foothill Transit
- Fresh & Easy (Tesco Foods)
- General Motors
- Los Angeles County Dept. of Public Work
- MetroLink
- Metropolitan Washington Airports Authority
- Pioneer Electronics
- Saturn
- Snappel
- Sony Playstation
- Sunkist Pistachios
- Teleflora
- TGI Fridays
- The Magic Castle
- Tomy Toys
- Toyota
- usrEZ Software

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**education**

- California State University, Long Beach, CA 1977–1978  
graphic design/illustration
- Los Angeles Trade Technical College, Los Angeles, CA 1974–1976  
Associate Arts, commercial art

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**awards**

- Adwheel 2000, 2001, 2002 first place
- Mattel Matthey, 1989, 1990, creative excellence
- Los Angeles Society of Illustrators, 1985, art direction

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**interest**

member of the *Academy of Magical Arts*

references & portfolio are available upon request