

Carlos Cardoza

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My name is Carlos Cardoza, a native of Guatemala and a resident of Cathedral City for the past two years. I have been a creative individual since age 5 and have always excelled at anything art related. I want to do this project because I have been very fortunate in my artistic career and, now that I'm retired, have the time to work on a project like this. I love the idea of creating a work of public art that everyone can enjoy. I have exhibited my art in galleries in my native country of Guatemala and in Dallas, Texas and am currently working on putting together a gallery show here in the Coachella valley. I am submitting two ideas for the project; one based on the wave of Kanagawa and the other on the theme of Cathedral stained windows. I can come up with other ideas if desired. I would very much appreciate being considered as one of the artists for the project. I'm including 5 photos of large canvas pieces that I have done as well as my resume. I would be happy to meet with you and discuss the project and how my ideas might help to further community spirit.



# Carlos Kiko Cardoza

## Art Direction / Advertising & Brand Marketing

- An award-winning, results driven, self-motivated and resourceful arts director with an ability to successfully translate desired moods, messages, concepts, and underdeveloped ideas into imagery. Experience of working in, and contributing to, a creative environment alongside designers, copywriters, content strategists, user experience specialists and interactive developers. Possessing an ability to see the big picture and continually develop new and inspiring approaches to a brief. **Currently looking for a new and challenging position, one which will make best use of my existing skills and experience and also further my personal and professional development.**

## Experience

### 8/03 - 04/15 **Heritage Auctions** Senior Art Director

Spearheaded complete transformation of trade publication ads by developing new creative and brand recognition guidelines across all [39] categories of HA.com. Devised innovative ad designs for hundreds of national media outlets in addition to managing a wide variety of projects which included Photo Art Direction and Layout. Provided a full range of design styles including sophisticated, high-end jewelry collections, rugged sports memorabilia, intellectual stamp collections and bold and bright comic book collections, which ultimately helped increase marketing profits.

- **Sealing the Deal:** Designed the winning proposal that beat out several major auction houses for the account of a multi-million dollar fine art collection in the American Red Cross Archives. The proposal had to capture the history and reverence of the American Red Cross as well as its continued relevance in today's society. The proposal exemplified the image of the American Red Cross that a majority of individuals share as well as highlighted the value of such an important collection.

- **Brand Awareness:** Defined new processes and ad design templates within the Print Marketing department to create better workflow. Additionally, successfully identified brand recognition issues and formulated a plan for all trade publications to be handled by one art director to ensure a consistent brand image for Heritage.

### 8/00 - 8/03 **Rocket Boy Design** Independent Multi-media Artist

Produced award-winning services from concept design through final printing of pieces for high profile clients. Designed compelling visual components for commercial use and web design.

### 1/95 - 8/00 **Kennedy-Wilson International** Director of Corporate Communications

Directed and lead the creation, design and implementation of all marketing and advertising needs to drive business growth and maximize bottom-line results.

### 8/93 - 12/94 **Siboney USA Hispanic Advertising** Creative Director

Ground floor development and management of creative department process and strategy, including the design and execution of all creative projects.

### 1/93 - 6/93 **Visual Impact** Art Director

Utilized highly skilled concepting skills to designed brochures, catalogs, direct mail, and concept photography. Prepared and presented advertising theme treatments to optimize marketing.

### 3/91 - 9/92 **Metro Marketing Associates, Inc.** Art Director

Responsible for developing creative design solutions that effectively communicated the strategic intent for each client. Specialized in designing direct mail pieces in one, two, and four-color.

### 11/88 - 12/90 **Concepto Advertising, S.A.** Creative Director

Oversaw the delegation of projects in the Creative Department to maintain work flow and deadlines. Evaluated market research on package design, logo treatments, and creative photo art direction.

### 4/84 - 6/90 **Brown & Bigelow** Art Director

Ensured the production of marketing concepts were carried out visually across all materials to meet goals in a timely manner. Created calendars, covers, brochures, catalogs, and posters.

## Profile



KikoCardoza.com

## Languages

English



Spanish



## Software

InDesign



Photoshop



Illustrator



Work Groups



Office



## Education

St. Paul Technical College  
Degree in Commercial Art

San Carlos University  
Four year curriculum in Architecture

Escuela Nacional de Artes Plásticas  
Degree in Fine Arts

## Awards

Award of Merit in the Print Media Group  
Texas and Oklahoma Graphic Excellence Awards

Best of Category in the Print Media Group  
Texas and Oklahoma Graphic Excellence Awards









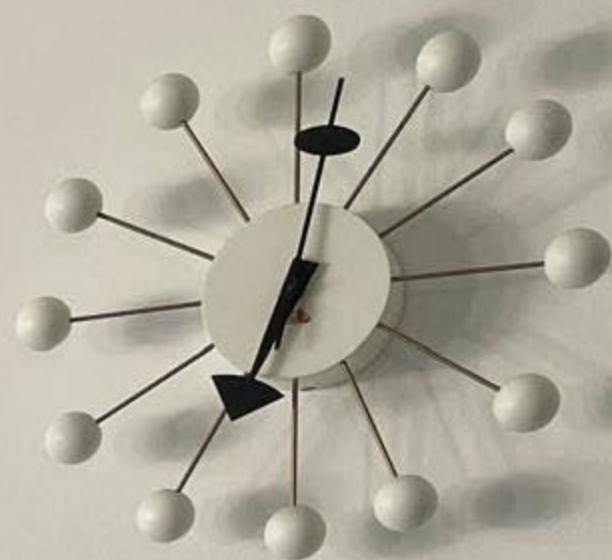














# Cathedral City Benches OCOTILLO PARK

Artist: Carlos Kiko Cardoza

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Age: 00

Theme for the bench: The Great Wave off Kanagawa



The Great Wave off Kanagawa





# Cathedral City Benches OCOTILLO PARK

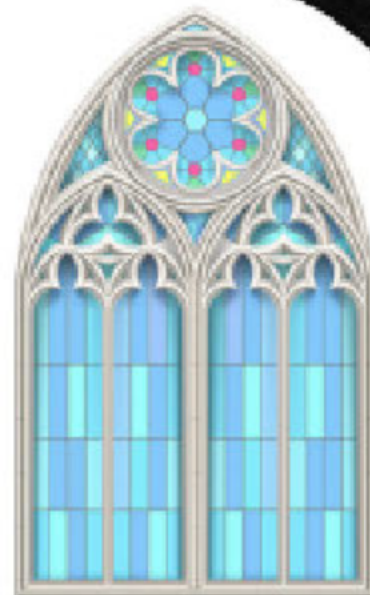
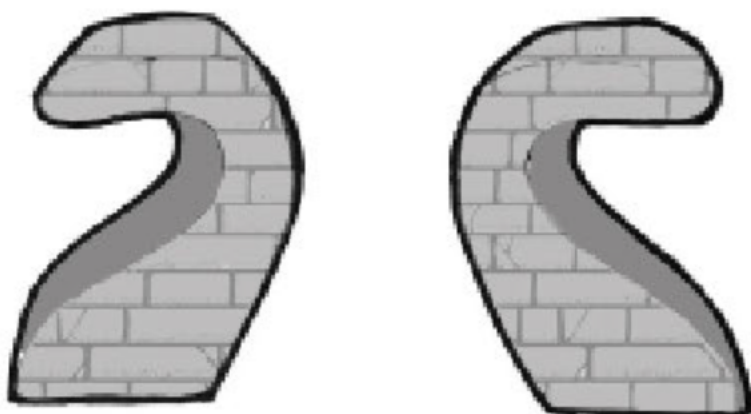
Artist: Carlos Kiko Cardoza

Age: 68

Theme for the bench: Cathedral Stained Windows



Cathedral Stained Glass Windows



Color scheme