

ADRIAN CABRERO

digital creative & front-end developer for interactive platforms

design@adriancabrero.com 646.441.8200

Experience

Estée Lauder *Sep 2013 to Present*

Senior digital creative and front-end developer. Visually translating product-driven creative campaigns to mobile, tablet, and desktop user experiences. Managing front-end development and a team of back-end engineers to deliver projects as promised and on schedule.

ENK International *Jul 2011 to Sep 2013*

Web Designer/front-end developer for the largest fashion tradeshow producer in the USA. Tech lead in redesign, consolidation and development of the company's 8+ online identities. Development of online promotions and interactive featurettes for web and pedestrian walkways.

Giorgio Nero Advertising *Oct 2007 to Jul 2011*

Web Designer/front-end developer for a group of 6 highly distinguished, internationally placed restaurants and auxiliary companies. Redesign and development of company's 6 online properties.

PMcD Design *May 2006 to Jun 2007*

Visual effects animator for Television production. Worked closely with the Executive Producer and Creative Director on pitching concepts, developing logos, animation sequences and creating motion graphics for various television networks including: Bio, TruTV, Fox Reality and Sonar Entertainment.

Featured Work

bumbleandbumble.com

adriancabrero.com

hotmalm.com

spiritfamilyreunion.com

mustagrapho.com

alenamcdougal.com

thededicatednewyorker.com

enkshows.com

ernestorosas.com

Education & Misc.

Pratt Institute, NYC *Graduated 2006*

Received Highest Honors and placed on President's list all semesters. Graduated with Degree in Digital Design and Interactive Media. Specializing in UX design + development for the web and emerging interactive platforms. Minored in photography & animation/video production.

hotmalm.com *2013*

700k+ unique hits and a social reach of over 6 million in the first week of launch, hotmalm.com is an unforgettable international viral success. The website was covered by an international assembly of press including Adweek, Animal New York, BuzzFeed, Comedy Central, Consumerist, Creativity, Huffington Post, Mashable, Metro News France, The Awesomer . . .

onpagelove.com *2015*

Featured site of the day (5.29.15) on onpagelove.com.

General Assemb.ly *2011 to 2012*

Lead a 3 course series on creative development for startups. featured on printmag.com. On a separate occasion, lead a class on best practices for beginners web design.

Long Island University *May 2008 to Sep 2008*

Adjunct for a web design and coding class. Helping students understand course work and providing valuable techniques in developing for print and web projects.

Essentials

Design

Adobe CC:
Ps, Ai, Id, Fw

Development

HTML5, CSS3, JS libraries

Animation, Video & Photography

After Effects, Premiere Pro,
LightRoom, Canon 5diii+1dX,
studio and outdoor photography



@mustagrapho