

GLADYS CORBALÁ

440 Raymond Ave.
Los Angeles, CA 92201

760.457.9598
gladiis8@gmail.com

LANGUAGES

English
Spanish
Italian

INTERESTS

Travel
Photography
Dance
Music
Food

SUMMARY

Art Director with +8yrs of work experience in the Advertising world.
The area I enjoy the most is the merge of creative direction and human-focused strategy.
<https://glcdportfolio.com/>

WORK EXPERIENCE

Sr. Creative @ Kastner LA | July 2019 - Present

Worked from art direction to the strategy behind projects. Always focusing in creating from the inside out in order to develop something relatable and impactful to the world. Main focus in social and digital.

Clients: Red Bull, Jockey and New Business

Sr. Art Director (Freelance) - Los Angeles | March 2019 - July 2019

@Doner LA | Netflix | OOH & Social
@VaynerMedia | Hulu and Clean&Clear | Social & Digital
@Siltanen & Partners | Coldwell Banker | Branding & Editorial

Art Director @ McCann - New York, NY | Nov 2016 - Dec 2018

Developed 360 campaigns, from concept development to production.
Managed product shoots, from shoot intentions/mood boards to retouching direction and final editorial design.

Clients: L'Oréal Paris, Verizon, State Street and Choice Hotels

Art Director (Freelance) - New York, NY | July 2016 - Nov 2016

@KBS | BMW, AMEX and New Business | Digital (Ux) & Editorial
@TAXI Inc. | Maxwell House and New Business | Social & Digital

Jr. Art Director @ Acento Advertising - Santa Monica, CA | Feb 2014 - April 2016

Collaborated 360 campaigns from concept development to execution.
Participated in new business pitches including Jafra, Covered California and AMPM

Clients: Wells Fargo and Pollo Campero

Creative @ DIAZO | Fashion Advertising - Berlin, DE | June 2013 - Nov 2013

Worked on concept development, branding & digital (ux).
Assisted the creative director on photoshoots and new designs for current clients.

Clients: New Yorker, Jean Paul and New Business

Jr. Art Director @ alPunto Advertising - Tustin, CA | Aug 2012 - June 2013

Participated in concept development to final executions for consumer goods and pro-bono accounts.

Clients: Daisy Sour Cream, LACMA and LA Phill

EDUCATION

Parsons • Open Campus, New York | 2019

Fashion Design Certificate

California State University Fullerton | 2013

BFA in Graphic Design
BA in Communications in Advertising
[AD Club Oficial Member]

Lorenzo di Medici, Florence, Italy | 2011

Study Abroad, Design/ Web / Art history
Design Club Oficial Member

Designio Instituto de Arte y Diseño, México | 2009

Graphic Design Certificate

SKILLS

Adobe Creative Suite (Indesign, Illustrator, Photoshop)
Sketch
Keynote
Quick Sketching