

HOLA, IT'S A PLEASURE TO MEET YOU

I'M HAMLET CABRERA, A MULTIDISCIPLINARY CREATIVE LEAD
AND ART DIRECTOR FROM THE CARIBBEAN, CURRENTLY
BASED IN WASHINGTON DC.

With over two decades of creative expertise, I proudly navigate a diverse spectrum of projects, from conceptual marvels to digital innovations, orchestrating memorable integrated campaigns. I specialize in crafting innovative concepts, campaigns, content, and experiences that build strong connections between brands and their loyal followers. As a versatile and imaginative creative expert, I thrive at the intersection of creativity, technology, and lifestyle, ensuring captivating and impactful results. Additionally, I bring a rich background in the arts and a flair for filmmaking, while staying attuned to the latest advancements in technology and innovation.

SKILLS

- Developing innovative concepts for digital, social media, and content creation strategies.
- Crafting immersive brand experiences utilizing cutting-edge technology such as AR.
- Leading artistic direction to bring visionary ideas to fruition.
- Generating imaginative and forward-thinking solutions.
- Excelling in presenting concepts with clarity and impact.
- Producing captivating visual content tailored for social media engagement.
- Strategically planning and executing projects to align with business goals.
- Diving into hands-on design and creative processes.
- Mastering a range of creative tasks including design, video editing, motion graphics, UX design, and even some coding.

EDUCATION

- Graphic design & Advertising | Universidad Nacional Pedro Henriquez Ureña UNPHU | 1997-2000
- Digital design & 3D Animation | Art Shcool of Design Altos de Chavón | 2003-2005
- Film Making Program | One Race Films | 2010
- Advanced Degree in Applied Positive Psychology | European Institute of Positive Psychology | 2021

EXPERIENCE

Graphic Designer

Brookfield Properties, Washington, DC
2018-Current

Engaging in creative ideation, I've crafted interactive art projects, branded content, and digital experiential campaigns. I bring expertise in project management, covering web development and graphic design.

Art Director | Graphic Designer Company

Creative Circle, Washington, DC
2018-2021

Successfully managed high-profile projects for prestigious brands including the National Geographic Society and MDB Communications, Inc. Throughout my tenure, I was instrumental in refining corporate identities, launching effective social media campaigns, and creating visually stunning websites.

Freelance Senior / Creative and Art Director

Longwood Media Boston | VRHealth Group
2016-2018

Creating diverse digital and experiential campaigns and websites. Other brands: Agora Mall, National/Alamo Car Rental, and Ruster Films.

AWARDS

- EDACH - Student Awards
- Design Competition Award

CONTACT

- Email: me@hamletcabrera.com
- Phone: 703-887-8828
- Website: www.hamletcabrera.com/
- LinkedIn: www.linkedin.com/in/hamletcabrerarobiou/