

OLIVER RIOS

CREATIVE CONSULTANT

HELPING COMPANIES TRANSLATE THEIR BUSINESS GOALS AND IDEAS TO OPERATIONAL REALITY

TOP SKILLS

Branding & Identity
Integrated Brand Marketing
Social Media Design
B2B Marketing Strategy
B2C Marketing
AR Technology
Video Editing
Presentation Skills
Photography
Adobe Creative Suite
Print Design

LANGUAGES

English, Spanish

CERTIFICATIONS

Figma Essential Training:
Collaboration

Figma Essential Training:
The Basics

EDUCATION

CUNY New York City
College of Technology
Art and Advertising Design

CREATIVE DIRECTOR

Orios Designs | Self-employed | Aug 2006 - Present

- Increase brand identity with image recognition and augmented reality technology.
- Develop and strengthen concepts for social media marketing tactics to improve growth.
- Expert in Photoshop, Illustrator, InDesign and Premiere.
- Produce PPT and Keynote presentations to shape a better demonstration experience.
- Design responsive and fluid websites for an outstanding mobile experience.
- Digital photography with proficient retouching skills.
- Traditional and digital illustration.

ART DIRECTOR / SET DESIGN

Nglmitú | Consultant | May 2023 - June 2023

- Responsible for providing artwork displayed on the nationally televised docuseries Vocess American Historia: The Untold History of Latinos.
- Worked with the director and producer on props for set design and documented production.
- Created original traditional and digital artwork to illuminate the themes of each three-part episode.
- Collaborated with artists to contribute diverse artwork for the production set.

CREATIVE DIRECTOR

Office of the Mayor of New York City | Consultant | Jun 2022 - Aug 2023

- Created the brand identity for New York City's Rise Up NYC free concert series.
- Responsible for the Rise Up NYC brand style guide used by multiple agencies.
- Designed content for all social media platforms which increased user engagement.
- Constructed, and delivered all out-of-home digital & print materials displayed throughout New York City.
- Documented the impact on the communities of each concert with digital photography and video.

ART DIRECTOR / SET DESIGN

Nglmitú | Consultant | May 2022 - May 2022

- Responsible for locating Jim Beam commercial shoot location in East Harlem.
- Recommended fascinating landscapes for filming while increasing exposure of local East Harlem businesses.
- Responsible for props and created original artwork to adorn the location with a more cultural aesthetic.
- Set design, photographed production, and provided the director with unique visuals of the commercials shoot.

SENIOR VISUAL DESIGNER

NYC Department for the Aging | Consultant | Jan 2021 - Feb 2021

- Collaborated with the Creative Director to design a campaign that helps raise public awareness about ageism.
- Retouch, manipulate, and color-correct photos of individuals featured in each campaign.
- Created the campaign style guide to be used by multiple agencies.
- Responsible for pre-press and uploading deliverables to vendors.

SENIOR VISUAL DESIGNER

High 5 Games | Dec 2011 - Mar 2015

- Increased the company's reputation as the worldwide leader in casino gaming content providers.
- Responsible for the creative that won The 2012 AGA Voice Award for Best Communications Campaign.
- Created print and digital collateral to help give High 5 Games Best Manufacturer of the Year at the 2013 Totally Gaming Awards in London.
- Led the creative team of the marketing department while maintaining the website, logos, web banners, and social media graphics.
- Translate game rules and assets for social, mobile, and land base platforms in 12 languages
- Create brand book guidelines and organized folder structure for marketing assets.

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PUBLICATIONS

R.I.P. Memorial Wall Art:
NY Spraycan Memorials

Harlem: On the Verge

In Visible Movement:
Nuyorican Poetry from
the Sixties to Slam

Modernites and
Modernization
in North America

AWARDS

Best Special or TV Movie
The Imagen Award 2025

Thumbtack Best Concert
Photographers of 2015

Web Guru of the Day
Web Guru Awards 2015

The 2012, AGA Voice Award
for Best Communications
Campaign

ORGANIZATIONS

Rafael Tufiño Printmaking
Workshop at Taller Boricua

Puerto Rican Institute for
the Development of the Arts
(PRIDA)

EXHIBITIONS

2026 | **PARQUE DE LAS CIENCIAS, PR** | 8TH P.R. SEA TURTLE CONSERVATION SYMPOSIUM

2025 | **BROOKLYN WATERFRONT ARTISTS COALITION, NY** | NUYORICAN SOUL EXHIBIT

2025 | **TALLER BORICUA, NY** | ALMA: ECHOES OF THE NUYORICAN MOVEMENT

2024 | **GRAFFITI HALL OF FAME, NY** | ART CUBE PROJECT

2024 | **LA CAMPECHADA, PR** | Victoria Espinosa RTPW Printmaking Exhibit

2024 | **MUSEUM OF MODERN ART, NY** | RTPW Printmaking Exhibit

2024 | **LA FONDA, NY** | Elevating El Barrio® Photo Exhibit

2024 | **LA MARQUETA, NY** | Elevating El Barrio® Photo Exhibit

2023 | **LA CAMPECHADA, PR** | Lola Rodriguez Del Tio RTPW Printmaking Exhibit

2023 | **ART AND DESIGN HS, NY** | Eight Decades of Participating Alumni

2017 | **TALLER BORICUA, NY** | Defend Puerto Rico

2017 | **CASA DE CULTURA, PR** | Defend Puerto Rico

2017 | **CLEMENTE SOTO VELEZ CULTURAL CENTER, NY** | Defend Puerto Rico

2016 | **CORONADO PRINT STUDIO, NY** | Knowing

2016 | **CCCADI, NY** | Mi Querido Barrio

2011 | **AIG HEADQUARTERS, NY** | Love, Life and Legacy

2010 | **SPACE ON WHITE, NY** | The Magic Garden

2010 | **TALLER BORICUA, NY** | See What I Mean

2010 | **SOMNIAC ART GALLERY, NY** | The Magic Garden

2009 | **PARK THEATRE, NJ** | Art For The Park

2009 | **CHIMNEY, NY** | Raices Vol 4

2008 | **CUE ART FOUNDATION, NY** | Paint It Pink

2008 | **SOPESTONE GALLERY, NY** | Graffolution

2008 | **POMEGRANATE GALLERY, NY** | Raices Vol 3

2007 | **TALLER BORICUA, NY** | Raices: Vol 2

2007 | **KIRSHENBAUM BOND & PARTNERS, NY** | Raices: Vol 1

2006 | **ALBION HOTEL, FL** | Latin Urban Mix

1998 | **EL MUSEO DEL BARRIO, NY** | Casitas: Gardens of Reclamation

1993 | **NEW MUSEUM OF CONTEMPORARY ART, NY** | Testimonio Exhibition

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TELEVISION PRODUCTION

- 2024 | **TELEMUNDO** | Puerto Ricans Preserving Thier Roots in NY | PRODUCER
- 2023 | **PBS VOCESS** | American Historia the Untold History of Latinos | ART DIRECTOR
- 2022 | **JIM BEAM** | Commercial featuring Edwin Diaz | ART DIRECTOR
- 2014 | **UNIVISION** | Puerto Rican Heritage Month Commercial | ASST PRODUCER
- 2008 | **TELEMUNDO** | News Segment: Breat Cancer Awarness Month | FEATURED ARTIST
- 2006 | **LATIN GRAMMYS** | 100 years of Latinos Living in New York | ASST PRODUCER
- 2004 | **LATINATION** | National TV program: Raices Exhibit | FEATURED ARTIST
- 2004 | **AMERICAN LATINO** | National TV program: El Barrio Segment | PRODUCER
- 2004 | **AMERICAN LATINO** | National TV program: Dominos Segment | PRODUCER
- 2001 | **ESPN DEPORTES** | "GOAL" 1st National TV Commercial | PRODUCER