

YSABEL (BETSY) ARVELO - BUZBEE

EXPERIENCE

Owner / Art Director – December 2009 to Present. Freelancing Print and Web Design. I offer my clients a complete one-stop-shop service, from Web design and development, to Corporate ID and branding, business forms, Keynote presentations, brochures, and much more. I develop custom designed Joomla websites, as well as custom designed content management systems.

Clients include:

- The Mission Inn Resort, Howey in the Hills, FL
- Le Zie Restaurant, New York City, NY
- Essential Therapies Garden Spa, Mount Dora, FL
- Toppino Eyecare, Clermont, FL
- First Green Bank, Eustis, FL
- Power Grid Engineering, Winter Springs, FL
- Jackie Arvelo Properties, Dominican Republic
- Progressive Aerodyne, Tavares, FL
- Lakeside Inn, Mount Dora, FL
- Skybolt, Leesburg, FL
- Modernism Museum, Mount Dora, FL
- Mainstreet Leasing, Mount Dora, FL
- Charity Magazine, Leesburg, FL
- Creative Why, Winter Park, FL

Creative Director Orlando Home & Leisure Magazine – April 2008 to December 2009 – Responsible for the creative areas of the magazine development. Direct responsibilities included design/layout of the magazine, creative concepts and art direction, some in-house photography, photo editing, and coordination with editors, photographers and graphic designers. Creation and management of the magazine Website, e-newsletters, surveys, and polls. Also responsible for Festival programs for Disney's Festival of the Masters, Lake Mary/Heathrow Art Festival and Winter Park Arts Festival. I am totally at ease working with copy writers, editors, photographers, programmers and freelancers, and managing art directors.

Freelance Art Director – February 2006 to April 2008. Freelancing Print and Web Design. Client Services included: print and publishing design, branding and corporate ID, Web design, business forms, advertisement design, and much more.

Different Roles, World Publications, Inc.—Winter Park, Florida – March 2000 to March 2006. **Senior Creative Art Director:** responsible for the design and production of special print and Web advertising sections for clients such as: MasterCard, Visit Florida, Dupont, Italian Trade Commission, Green & Black's, American Airlines, Jamaica Air, Bahamas Tourist Board, Volkswagen. I also covered marketing needs of the several magazines, such as media kits, magazine prototypes, logos, brochures, business cards, presentations, and posters. Design and development of the Company Website and Intranet. **Web Design Director:** Oversaw the design and production of all company Web sites including the company's corporate site and Intranet, managing 4 designers and interfacing with many programmers to design and develop 24 Websites. **Art Director for Caribbean Travel & Life magazine:** layout and production design. Photo editing, maps, Web design, special advertising sections.

Web Services Director First Marketing Group, Inc., Longwood, Florida – March 1998 to March 2000. Development of a Web design department for the company managing two artists. Design, production, marketing, and management of 24 Web sites for clients such as The Sheraton Chicago, Westin Rio Mar Beach Resort, The Doral Park Avenue Hotel, The Hay Adams Hotel, The Clarion Hotel, Rosen Plaza Hotel, Cambridge Homes and Commons Medical. Winner of the HSMIA (Hospitality Sales & Marketing Association International) gold medal award for the Westin Rio Mar Website and a bronze medal award for the Sheraton Chicago Website in 1999.

Full Sail University, Winter Park, Florida – January 1998 to March 1998. Multimedia Assembly and Photoshop Instructor. Assisting students with creating and assembling their final multimedia project in Macromedia Director.

Web Designer, DMG Digital Management Group, Winter Park, Florida – March 1996 to April 1997. Design, Development, Maintenance and Sales of Commercial Web sites. Design and production of all promotional material.

Freelance Artist, Disney MGM Studios, Scenic Services, Buena Vista, Florida – January to March 1996. Design and production of Sets, Props, Billboards, Signs for Shows including World's Funnies Videos, Step By Step, and The Hunchback of Notre Dame.

Freelance Designer, Madison, Alabama – November 1994 to March 1995. Graphic design, (corporate design and publications), Web site design, illustration, architectural drafting, silkscreen, restoration artwork, and art consultant.

Graphic Illustrator, Coleman Research Corporation, Huntsville, Alabama – March 1993 to November 1994. Illustration and preparation of briefings for the U.S. Army THAAD Project. Was loaned out temporarily to Strategic Defense. Received a high Security Clearance status.

Book Design, Historia de Santo Domingo 3,000 A. C. - 1586. On location in the Dominican Republic – June 1992 to March 1993. Design, illustration and production coordination of a book written by Jackelyn Arvelo on early Dominican history for use in Dominican Schools.

Creative Designer, MSI Bionetics Corporation (NASA Office of Public Affairs), Marshall Space Flight Center, Huntsville, Alabama – February 1990 to June 1992. Design, production and implementation of Trade-Show Exhibitions and visual aids, including posters, brochures, buttons, T-shirts and signage, industrial silkscreening. Exhibits include the Space Station Freedom Trailers, Life in Mars pods, and LASER.

Senior Exhibit Designer, The John and Mable Ringling Museum of Art, Sarasota, Florida – January 1986 to June 1988. Design, coordination and production of exhibition layout, advertisement, banners, signage, buttons, publications, such as, catalogs, brochures, invitations, and posters. Design support for fund raising campaigns and annual activities such as the Medieval Fair, the Crafts Festival, and the Children’s Art Festival, and articles for sale in the museum shops.

Founding Director, The Mount Dora Center for the Arts, Mount Dora, Florida – January 1985 to January 1986. Responsible for creating a cultural center for the city of Mount Dora, to be used as gallery space, artist congregational area, and organizing the Mount Dora Art Festival in one central location. Design of the exhibit space, coordination of a 2 year exhibit and activities schedule, public relations and promotion. Founded the annual Art Festival Poster competition.

Art Director and Director of the Artist-In-Residence Program, Altos de Chavón, Gulf and Western Corporation, La Romana, Dominican Republic – January 1982 to June 1983. Responsible for creating a graphic design department to produce posters, brochures, invitations, T-shirts, and signage for all events of the artist village, including all gallery exhibits and amphitheater functions. As director of the A.I.R. Program, responsible for ensuring a pleasant and productive stay for the artists involved, coordinating exhibits in both local and Altos de Chavón galleries, and cultural exchange activities with local artists, as well as organizing painting and sight-seeing tours throughout the island. Public Relations, and escort to VIP guests of the Company.

Architectural Draftsman – for Architect Cesar Ivan Feris Iglesias, Santo Domingo, Dominican Republic. 1970 - 1971. I created architectural draftings of interiors, watercolor paintings of exteriors for presentations, and floor plans. Helped in the development of maquettes.

EDUCATION

1975-1978 Tyler School of Art, Temple University, Philadelphia, Pennsylvania

1970-1973 Escuela de Artes de IES, Santo Domingo, Dominican Republic

Other Studies:

1992 Computers and Publications, Precision Graphics, Huntsville, Alabama

1991 Multimedia Presentation, Marshall Space Flight Center, Alabama

1987 Basic Computer Graphics, Ringling School of Art, Sarasota, Florida

1987 Computer Workshop, Ringling School of Art, Sarasota, Florida

2007 Silent Meditation Teacher Certification: Sivananda Yoga Center in Paradise Island, Bahamas

EXHIBITIONS

2009 *Master Watercolor Exposé*, Mount Dora Center for the Arts, Mount Dora, Florida

1992 *Bodegones y Mercados*, El Super Marchante, Santo Domingo, Dominican Republic

1990 *Small Works Exhibition*, Valencia Community College, Orlando, Florida

1989 Studio Exhibit, Mount Dora, Florida

1989 Solo Exhibit, Graficas Art & Design, Mount Dora, Florida

1983 Instituto de Investigación Visual, Santo Domingo, Dominican Republic

1983 Altos de Chavón, studio exhibit

1983 *Detalles*, Solo Exhibition, Casa de Teatro, Santo Domingo, Dominican Republic

1981 Maitland Art Festival, Maitland, Florida

1981 Mount Dora Art Festival, Mount Dora, Florida

1980 *Works on Paper*, Academy of the Arts, Easton, Maryland

1979 *Bienal de Santo Domingo*, Santo Domingo, Dominican Republic

1979 Solo Exhibit, Casa de Teatro, Santo Domingo, Dominican Republic

JURYING/JUDGING

Mount Dora Art Festival, Mount Dora, Florida 1984-86, 2004

Eustis State Fair, Eustis, Florida 1988

Lake Mary/Heathrow Art Festival, Lake Mary, Florida 1986 (Founding Art consultant for the Lake Mary/Heathrow Art Festival)

BIO

I was born in the Dominican Republic. A diplomatic post brought my family to Miami, Florida when I was 12. It was a life-changing experience. It opened my mind to a different way of thinking, a new language, and culture. It gave me a taste of this beautiful country which I never tire of exploring. I have lived in both places through the years, which has allowed me to experience all the wonderful aspects of both cultures and to learn as much as I can from the different logics, traditions, languages, foods that make each culture unique. I travel as much as I can and consider it an important part of my life.

I would define myself as a Renaissance woman who has many abilities which I put to practice in the task at hand. I have painted and designed all my life. I started my career as a painter, but somehow, design always found me. I began designing professionally in 1982, when I had the opportunity to start a graphic design department at Altos de Chavón for the Gulf & Western Corporation. The department created marketing materials for the artist village’s events. In 1985 I had the great privilege of working on several large

budget exhibits and events at the Ringling Museum of Art which in turn brought me to the world of Macintosh computers and digital design. I then went to work at NASA as an travel exhibit designer for the Office of Public Affairs where I designed and built traveling exhibits, industrial signage, and marketing materials. This is when I found the most wonderful industrial silk-screening studio where I perfected my printing abilities. In 1994 I discovered the Web, which I embraced immediately, and have worked in both print and Web since. I landed my first job as a Web designer in 1996. In 2000 I began my 6 year stay at World Publications, where I had the opportunity of working in several departments, giving me a very well rounded experience in Web, magazine publishing and marketing design. I see every job as an opportunity to learn and expand my abilities.

I am a seasoned designer with a can-do attitude, used to working with clients and getting the job done. I have very good social skills, play well with others, love to learn and welcome a challenge.

One of my strengths is being able to take a project through different media while keeping the branding intact. Since I am an artist, no image is safe between me and my Photoshop and I totally understand font and design styles and how they fit in historical eras.

I am fluent in English and Spanish.