

YSABEL (BETSY) ARVELO - BUZBEE

EXPERIENCE

BRUSHSTROKE

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 Wordpress websites and all graphic design needed for them.

Clients include:

- *The Mission Inn Resort, Howey in the Hills, FL*
- *The Mount Dora Chamber of Commerce*
- *The Jane Austen Fest*
- *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, F*
- *Creative Why, Winter Park, FL*

Home & Leisure Magazine

Creative Art Director

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 was totally at ease working with copy writers, editors, photographers, programmers and freelancers, and managing art directors.

Brushstroke

Owner/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.

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.

First Marketing Group, Inc.,

Web Services Director

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 HSMIAI (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
Multimedia Assembly and Photoshop Instructor

Winter Park, Florida
January 1998 to March 1998.

Assisting students with creating and assembling their final multimedia project in Macromedia Director. This was quite a challenging job since I had to learn all the programs the students were using to create their Graduation CDROM. This included

Full Sail was one of the most fun jobs I ever had. I was in the CDROM Assembly Class. In those days, the graduation project for the multimedia program students was a CDROM which included a little bit of the student's abilities. The work would be created using 3DMax, PhotoShop, Illustrator, Premier, After Effects, Alias, Photoshop, Illustrator, and others, and then assembled in Macromedia Director (a predecessor of FLASH and the industry standard at the time). I became proficient in all the software that the students needed to create their project.

DMG Digital Management Group
Web Designer

Winter Park, Florida
March 1996 to April 1997

Design, Development, Maintenance and Sales of Commercial Web sites. Design and production of all promotional material. DMG was one of the first marketing agencies in the Orlando area devoted to getting their customers a Web presence.

Disney MGM Studios, Scenic Services
Freelance Artist

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), Website design, illustration, architectural drafting, silkscreen, restoration artwork, and art consultant.

Coleman Research Corporation
Graphic Illustrator

Huntsville, Alabama
March 1993 to November 1994

Illustration and preparation of briefings for the U.S. Army THAAD Project. These would be presented to Congress in Washington, DC. I 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 my sister Jackelyn Arvelo on early Dominican history for use in Dominican Schools. It was the first time I designed a book all on a computer. There was no way to transport it in those days so I had to fly to the Dominican Republic with my computer and go to the printer's office so they could get the files. Early days.

MSI Bionetics Corporation (NASA Office of Public Affairs)
Creative Designer

Marshall Space Flight Center, Huntsville, Alabama
February 1990 to June 1992

Although Bionetics was, without a doubt, the worse company I have ever worked for ever, our sole client was the Public Affairs Office at NASA. This gave me the opportunity to work on some very wonderful trade show exhibitions, like a replica of Space Station Freedom built inside of two Semi containers, and the Mars Exploration exhibit, which consisted of 4 mars pods. I also created traveling pop up booths, and all the marketing materials associated with them: T-shirts, posters, signage, etc. Most of them I personally produced as silk screened products.

The John and Mable Ringling Museum of Art
Senior Exhibit Designer

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.

The Mount Dora Center for the Arts
Founding Director

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. Also creating a protective environment for the Art Festival Annual Best in Show pieces.

Altos de Chavón, Gulf & Western Corporation
Art Director and Director of the Artist-In-Residence Program

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. bv
He was my drafting teacher at IES and offered me a job after I graduated from his class.

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 Tom & Betsy 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. This then led me to work for Orlando Home & Leisure Magazine at the time the magazine was being brought to a higher level, and the parent company WLOQ Radio Station who I did a lot of design for.

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.

I am fluent in English and Spanish.