

# Edwin Torres

CREATIVE + DESIGN + PRODUCTION

New York City, NY / [www.heyedwin.com](http://www.heyedwin.com)

[edwin@heyedwin.com](mailto:edwin@heyedwin.com)  
office

Edwin Torres — Over 20 years in the graphic design advertising communications field. Well-versed in Adobe Creative Suite, following concept through to production. A creative team player and confident in solo-mode, adept at initiating projects and expanding limitations while maintaining creative strategy and direction.

## Experience

Freelance Graphic Design

New York, NY  
Aug 2019 - Dec 2019

### WSL STRATEGIC RETAIL

Graphic Design for Retail Strategy Consulting Firm; Print Collateral, Powerpoint Presentation Decks, Social Media/Email banners

Graphic Designer

New York City, NY  
Oct 2017 - Jun 2018

### PARAMOUNT NETWORK/VIACOM

Print Design and Powerpoint for off-air graphics; production, mechanicals, print collateral, online ads, banners, promotion, upfront presentations.

Clients: In-House television programs

Associate Creative Director, Senior Designer

New York City, NY  
Oct 2015 - Nov 2016

### OPPERMAN WEISS

Art direction, design, production for print, editorial, advertising, branding, promotion and collateral materials. Clients: Chobani, Tullamore Dew, Dewars, Bacardi, Drambuie, La Colombe, Jaggermeister

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Print Associate Creative Director

New York City, NY  
Apr 2012 - Jul 2014

## OXYGEN NETWORK/NBC

Supervising print & broadcast designers, on-air and print promotion graphics, photo shoots, logos, production, Powerpoint, upfront presentations.  
Clients: In-House television programs

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Creative Director

New York City, NY  
Jan 2010 - Apr 2011

## WILLIAM MORRIS ENDEAVOR

Creative direction, graphics, concept, production, editorial & broadcast assignments, photo shoots.  
Client: Revlon

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Creative Director/Sr. Art Director

New York City, NY  
Sep 2005 - Dec 2009

## MOMENTUM WORLDWIDE

Creative direction, production for campaigns, branding systems, editorial & promotion materials, interactive media. Clients: Revlon, Coca Cola, Verizon, Martini, Bacardi, Dasani, OLN Network

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Sr. Art Director

New York City, NY  
Oct 2003 - Aug 2005

## MCCANN-ERICKSON

Clients: Martini, Bacardi, Pfizer, OLN Network, Dasani.

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Design Director

New York City, NY  
Jun 1999 - Aug 2003

## MCCANN-AMSTER YARD

Clients: Martini, Bacardi, Nestea, Nescafe, Bravo TV, Stella Artois, Dewars, WUSA.

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Education

B.A. Communication Graphics

Pratt Institute

New York City, NY  
Oct 1974 - Jun 1978

#### Acknowledgements

## U&LC MAGAZINE, Summer 1994

"Type With Attitude," critique on current state of design with a profile of my typographic work.

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## AD AGE / CREATIVITY, Spring 1991

"Art Neuro Nouveau," article on my design work.

#### Poetry

## "XoeteoX: the infinite word object"

2018, Wave Books

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## "Ameriscopia"

2014, University of Arizona Press

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## "Yes Thing No Thing"

2010, Roof Books

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## "In The Function Of External Circumstances"

2009, Nightboat Books

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## "The PoPedology Of An Ambient Language"

2007, Atelos Books

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## "Please"

2003, Faux Press (cd-rom)

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## "The All-Union Day Of The Shock Worker"

2001, Roof Books

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## "Onomalingua: noise songs and poetry"

2000, Rattapallax Press (e-book)

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## "Fractured Humorous"

1999, Subpress Collective

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