

Edwin Torres

CREATIVE + DESIGN + DIRECTOR

New York City, NY / www.heyedwin.com

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

Experience

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

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

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

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

Sr. Art Director

New York City, NY
Oct 2003 - Aug 2005

MCCANN-ERICKSON

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

Design Director

New York City, NY
Jun 1999 - Aug 2003

MCCANN-AMSTER YARD

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

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.

AD AGE / CREATIVITY, Spring 1991

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

Poetry

"XoeteoX: the infinite word object"

2018, Wave Books

"Ameriscopia"

2014, University of Arizona Press

"Yes Thing No Thing"

2010, Roof Books

"In The Function Of External Circumstances"

2009, Nightboat Books

"The PoPedology Of An Ambient Language"

2007, Atelos Books

"Please"

2003, Faux Press (cd-rom)

"The All-Union Day Of The Shock Worker"

2001, Roof Books

"Onomalingua: noise songs and poetry"

2000, Rattapallax Press (e-book)

"Fractured Humorous"

1999, Subpress Collective

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