



Ricardo Hjar

VP of Creative Services, Design Manager

Graphic Design Manager with excellent leadership and project management skills, specializing in corporate design, brand management and data visualization; creating balance in visual communication from publications, newsletters to digital and social media content, to improve impact and visibility throughout the company's brand.

Education

Cornell University
Project Leadership
Certificate – 2019

Savannah College of Art and Design
MFA, Graphic Design

Pontificia Universidad Católica
del Perú
BFA, Graphic Design

Technical skills

InDesign



Illustrator



Photoshop



Premiere / After Effects



WorkFront



FIGMA



Power Point



HTML/CSS



Windows/MAC Platforms



Languages

English



Spanish



Contact

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Experience

Lazard Asset Management June 2022 – Present Design Manager

Manage the Design Team's workload and quality. Led and developed the brand standards while communicating constantly with stakeholders, SMEs and coordinating with the Creative team. Enthusiastic about developing my team to their best of their abilities and contribution to Lazard's goals while advancing the company's design direction.

Lazard Asset Management August 2018 – June 2022 Senior Graphic Designer

Design corporate communications working directly with Lazard stakeholders worldwide and delivering on their requirements while complying to corporate brand guidelines, developing creative solutions to their communication needs. Lead the development and design of global templates, guidelines and processes, such as the Social Media Guidelines and Templates, data visualization and iconography. Manage projects from concept to implementation using WorkFront project management tool.

New York Stock Exchange February 2008 – August 2018 Senior Graphic Designer

Manager of Brand Standards for Global Business. Created, implemented and maintained the Brand Guidelines for ICE and NYSE · Updated Branding Materials throughout ICE and NYSE · Managed the Creative Queue job management tool · Helped distribute and supervise workflow of the design team.

Lead Designer for the Listings and Marketing Teams' Pitch Presentations. Created visual materials for prospective listed companies · Provided customized presentations that led to secure the listings of companies such as Direct TV Latin America, ADT, Blue Apron, SnapChat, Airbnb, Spotify and Fairfetch.

Production Design Lead. Designed print and web material, as well as templates, for the Global Marketing and Branding department, U.S. Events and other departments.

The College Board February 2007 – January 2008 Graphic Designer

Created the layout of a 12-book CollegeEd Educational series in English and Spanish · Handled additional publication design responsibilities, including quick turn-around of College Board publications, design and layout of new documents consistent with College Board branding guidelines.

Collective Works of Berek March 2005 – January 2007 Identity Designer/Art Director

Increased the company's visibility and market relevance by rebranding the company's visual identity and internal communication system · Created catalogs and promotional materials for new collections · Designed, maintained and upgraded the company's website · Revived a brand connection with the clients by designing and art-directing their first Seasonal Fashion Catalog.

Finished Art July 2003 – February 2005 Graphic Designer

Graphic and web designer. Managed clients' projects and communicated with them through the process until preparation of mechanicals for production. Designed and updated the company's website.