

**EDUCATION**

**Miami Ad School**  
Miami, Florida  
Major: **Art Direction Program**  
July 2015 – 2017

**Universidad Autónoma de Occidente**  
Cali, Colombia  
Major: **Graphic Design**  
May 2004



**EXPERIENCE**

**NEON / IPG Health Network / January 2022 – Present**  
**Art Supervisor**

Over the past 2 year, I have been deeply involved in shaping and enhancing various pharma brands, driving impactful projects from the ground up. My role has spanned across multiple high-profile brands, showcasing my commitment to design excellence, management, and leadership.

Played a key role in numerous successful launches, providing creative direction and ensuring alignment with brand strategy.

Actively participated in pitches, presenting creative concepts and strategic solutions that have won new business and expanded brand reach. And led various internal initiatives aimed at refining creative processes and enhancing team collaboration.

**VMLY&R / Miami, FL, / June 2017 – December 2021**  
**Sr Art Director**

Develop concepts, ideas, graphics and layouts.  
Generate clear ideas and concepts in tandem with the copywriter.  
Produce sketches, storyboards, roughs to visualize ideas  
Present completed ideas to clients/team members  
Cooperate with the rest of the creative team across different types of media  
Direct photo shoots.

**G-Designs Studio / Miami, FL, / November 2010 – 2016**  
**Freelance, Designer and Creative**

Developing ideas for improving communication strategies and focus on building campaigns and business identities. Establish style, Platform, Typography, Colors Swatches and Photography for each project.

**SKILLS**

Creative Direction, logo design, web design, branding and identity, typography, packaging, photography, social media content creation, video editing, In Design, Photoshop, Illustrator, XD, Figma and Skech (Digital design toolkit)  
**Bilingual (Spanish/English)**

**CONTACT**

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