



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 Sketch (Digital design toolkit)

Bilingual (Spanish/English)

CONTACT

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