

## PROFILE

I'm a passionate and creative lead with more than 10 years of experience. I combine my love for design with my knowledge of marketing, product, and technology to be a strong leader –I connect strong craft skills, attention to detail, and leadership ability to build consensus, allowing me to work effectively with staff at all levels, including multiple departments and diverse multicultural environments. I bring a diverse, unique approach to the work that I do that has an outsized impact at every company I've worked for.

## EXPERTISE

- Brand strategy
- Brand activation
- Use design as the connective tissue between brand, marketing and product
- Campaign strategy
- Art direction
- Project management roadmaps and metrics (OKRs)
- Hiring and growing teams
- UI/UX Design
- Software: Adobe, Figma & Sketch

## EDUCATION

### BA Graphic Design

Universidad Iberoamericana, Mexico City (2011).

**Secrets of naming: methodology and creativity**  
Domestika (2022).

**UX/UI Specialization**  
CalArts (2020).

**Product Design Course**  
Udacity (2020).

**Branding Course**  
Centro, Mexico City (2013).

## WORK EXPERIENCE

### project44 Creative Director 2021 - Present

- Direct the brand look, feel and tone, defining a flexible and robust brand system and guidelines helping the company break through across multiple platforms.
- Work cross-functionally, balancing the needs of stakeholders and breaking down complex narratives into simple, compelling ideas.
- Reduced the turnaround time by 3 days by growing the creative team from 1-6 designers in 8 months, while bringing an inclusive mindset fostering a space for the team to flourish, as well as being an advocate of diversity company-wide.
- Conducted a procurement process with marketing to bring Pentagram and Hundred Monkeys for product naming and nomenclature, and brand strategy.

### Klar Creative Director 2019 - 2021

- Lead company rebrand in less than 4 months: data based strategy and execution aligned with launch of new products to position the company as one of the leading digital banks in Mexico going from 0 to 500K users.
- Created the first brand system, behaviors and design solutions, based on company goals and displayed it through digital campaigns, print and advertising that grew our followers from 0 to 16K in 6 months.
- Increased new client sign up by leading cross functional teamwork with Product & Design to create impactful customer journeys that reinforced brand strategy.
- Managed and grew the creative team from 1 to 4 designers in 5 months while leading processes from concept to completion.
- Lead the diversity program to foster an inclusive environment in the company.

### Uber Sr Creative Designer 2018 - 2019

- Concept, strategy, art direction and execution of 360 campaigns, product launches & experiential design for multiple channels as well as branding for multiple LATAM markets including:
  - 1) JUMP (Uber's electric bike service) product launch campaign in Mexico City, including art direction for video and photography as well as social media strategy increasing app downloads by 1%.
  - 2) Union Station, a pride month activation that won a Círculo Creativo de México Bronze medal, positioning Uber in the top 10 best valued brands in the LGBTQ+ community with 10.2M impressions.
- Expanded brand guidelines, focusing mainly on illustration and motion use for LATAM.

### WaterFurnace Visual & Graphic Designer 2016 - 2018

- Redesigned main company website & other product microsites.
- Editorial and branding design for brochures, invitations and various printed marketing collateral.
- OOH and experiential design.
- Executed brand identity of company events as well as PR, support and supervision during said events.

### Gafa Visual & Graphic Designer 2015 - 2016

- Executed cross-platform UI/UX & branding for clients in the fashion, restaurant and entertainment industries like Palacio de Hierro & Siclo.

### Ingenia Visual & Graphic Designer 2012 - 2015

- UI/UX website design & branding for clients in the government, spirits & medical industries like Coca-Cola FEMSA.

### Pernod Ricard Graphic Designer 2012 - 2012

- Managed the migration to a new brand.
- Concept and execution of campaigns, events and marketing collateral.