



WHO AM I?

Experiential Creative from Mexico City, currently based in Chicago, IL.

I majored in animation and digital arts where I explored everything from stop motion, 2D, 3D and advertisement. I have a background in agency life where I ultimately found my calling in experiential marketing, bringing branded activations to life.

EDUCATION

- January 2015 - June 2015
Exchange Program in Design and Story Development
DePaul University
- August 2011 - December 2015
[BA] Animation and Digital Art
ITESM CEM
- October 2011 - March 2012
Degree in Foundations in the creation of 3D Films
ICAD & Studio C
- 2009 - 2010
Technical Career in Commercial Art
EPD Izcalli

AWARDS

- Cannes Lions / 1 Grand Prix, 1 Gold, 3 Silver & 2 Bronze **Dramamine** (2024)
- London International Awards / 4 Gold, 2 Silver & 2 Bronze **Dramamine** (2024)
- Cannes Silver Lion **Canon** (2023)
- London International Awards / Bronze **Canon** (2023)
- Exhibitor Magazine's Best Booth CES **Canon** (2023)

DESIGN SKILLS

Software

- | | | | |
|---------------------|--------|-----------------------------|--------|
| Adobe Photoshop | ●●●●●● | Autodesk Maya | ●●●●●● |
| Adobe Illustrator | ●●●●●● | ZBrush | ●●●●●● |
| Adobe After Effects | ●●●●●● | Keynote | ●●●●●● |
| Adobe Indesign | ●●●●●● | MOffice Suite | ●●●●●● |
| | | (Word, PPT, Excel, Acrobat) | |

Knowledge

Design . Illustration . Storyboards . Experiential Marketing . 3D knowledge . Production Visual Storytelling . Good Sense for Typography . Iconography . Information Hierarchy Color theory . Layout design . Image editing . Sketching . Technical versatility . Strategic

LANGUAGE SKILLS



WORK EXPERIENCE

- Oct 2021 - present
Senior Art Director - Experiential Creative
- Oct 2020-Oct 2021
Art Director
- July 2019-Oct 2020
Associate Art Director
FCB Chicago
Chicago, IL
-Concept and execute immersive brand experiences that engage audiences and create lasting impressions, using a blend of storytelling, design, and technology for brands like Canon, Dramamine, Pfizer, FreshStep, Boeing and more.
-Lead spatial design initiatives to create floor plans, layouts, and visuals that maximize the impact of the experience
-Work closely with architects, set designers, and 3D artists to bring activations to life.
-Concept and design immersive brand experiences that transform physical spaces into engaging, interactive environments through strategic storytelling and visual design for brands like USPS and Xfinity.
-Lead brand and platform campaigns for Great Wolf Lodge.
-Lead creative for Stella Artois (Trade/Retail).
-In-House Illustration for Stella Artois.
- May 2018 - July 2019
Freelance In House Designer/ Illustration
LED Queens
Chicago, IL
-Designed internal production materials such as banners and campaign marketing needs for their website.
-Created original art for ongoing TShirt Designs.
- 2013 - present
Freelance Artist
Various Clients
Graphic Design, Illustration
Derrick Woods Morrow (2018-2019)
Custom illustrated patterns for "Restoration Toile" Exhibit
Logo and typography Design for Art Show Display
Alicia Shine Publishing (2017)
Children's Book Illustration, Layout and Print Production
Wide River Winery (2016)
Branding, Illustration, Label Design and Packaging
Total Play (2016)
Visual Development and Storyboarding
- 2017 - 2018
Designer
Best Gift Idea Ever
Chicago, IL
-Organized and designed printed materials such as signage and marketing.
-Logo Design.
-Assist with minor photography needs.
-Rebranding of the business for relaunching.
- 2013 - 2014
Freelance Designer
Digital Coaster
Mexico City
-Created and executed production materials such as package design, DOOHs and catalog design.
- Executed web graphics.
-Video and Photo Editing.
-Assisted in the marketing strategy concept development.
-Conceptual illustration
-Assisted in the printing production process, file preparation and execution.
- Summer 2013
Internship as Jr. Creative
[anónimo]
Mexico City
-Provided creative direction on multiple ongoing campaigns.
-Created and implemented of marketing materials and design templates for corporate use, streamlining communication.