



SUMMARY

Graphic Designer & Art Director with 12+ years of experience in visual strategy and branding for global agencies. Focused on high-impact digital design and integrated campaigns, now specializing in AI-augmented creative workflows to drive innovation and rapid conceptualization.

WORK EXPERIENCE

◆ RDLB

Miami, USA
May 2025 - Present

Creative (Remote)

Leading visual strategy and conceptual development for multi-channel campaigns. Integrating Generative AI workflows (Midjourney/Weavy) for rapid prototyping and mood-boarding. Directing end-to-end design execution for digital and print.

◆ Archipelago Strategist Group

Boston, USA
October 2022 - May 2025

Senior Designer (Remote)

Transformed complex data and text into high-impact infographics and presentations. Developed marketing collateral, brochures, and brand identities. Collaborated with strategists to translate business goals into visual narratives.

◆ Self-Employed

March 2012 - Present

Graphic Designer

Specialized branding, web design, and visual strategy for international clients. Expert execution of visual identities and digital content using Adobe Creative Suite and Figma.

◆ Everis NTT Data

Barcelona, Spain
January 2016 - March 2018

Web & UI Designer

Designed user-centric websites and apps focusing on UX research and high-fidelity prototyping. Partnered with technical teams to deliver innovative digital solutions for global clients.

◆ Seis Grados Media

Caracas, Venezuela
January 2014 - April 2015

Social Media and Web Designer

Designed engaging social media content and web interfaces, ensuring cohesive brand identity and consistent visual storytelling across digital platforms.

◆ McCann World Group

Caracas, Venezuela
March 2012 - November 2013

Art Director

Conceptualized and executed visual campaigns for global brands, ensuring creative solutions resonated with target demographics and maintained brand consistency.

EDUCATION & SKILLS

◆ Design Method

Online (2026)

Intensive AI Art Direction

Mastered generative AI workflows, prompt engineering, and visual conceptualization.

◆ Elisava Escola de Disseny

Spain (2016)

Master's in Web Projects Management & Design

Advanced training in digital strategy, UX/UI, and project leadership.

◆ Instituto de Diseño de Caracas

Venezuela (2012)

B.A. Graphic Design & Visual Communication

Illustrator Advanced Photoshop Advanced Indesign Advanced Figma Advanced Midjourney Advanced

Adobe Firefly Advanced Weavy Intermediate Capcut Intermediate Wordpress Intermediate HTML/CSS Basic

LANGUAGES

Spanish Native

English Advanced

Portuguese Intermediate

French Basic