

PROFESSIONAL SUMMARY

Art Director & Designer with a track record of bridging the gap between high-level creative vision and measurable marketing results. Expert at navigating the full project lifecycle—from inventive concepting to final execution across print and digital platforms. A collaborative leader who thrives in high-pressure, deadline-sensitive environments, consistently delivering innovative campaigns that respect both brand integrity and budgetary constraints.

DESIGN/BRANDING QUALIFICATIONS

Brand Governance: Safeguard global brand integrity by ensuring all internal design projects strictly adhere to identity guidelines.

Agency Leadership: Direct external agencies and vendors to drive cohesive brand development and high-caliber creative output.

Creative Oversight: Maintain rigorous quality control across all design workstreams, ensuring technical and aesthetic excellence.

Strategic Design: Translate complex concepts into high-impact visual narratives that meet stakeholder and customer objectives.

EMPLOYMENT

WSAudiology, Palm Beach Gardens FL | Senior Designer 2021-Present

Partnering with the CMO and external agencies, I direct the execution of advertising campaigns and their strategic adaptation for regional markets. As lead brand steward, I oversee the end-to-end creative process—defining requirements and producing high-impact visual assets across digital, print, and environmental platforms. My role encompasses the art direction of digital design, editorial projects, and large-scale exhibitions, while proactively piloting AI integration to modernize creative workflows and drive design innovation.

Red Spot Interactive, Jupiter FL | Director of Creative Media 2013-2021

Direct conceptual design and brand alignment for 100+ clients across digital and traditional platforms. Lead the creative development of web, social, and print campaigns while providing art direction to designers, photographers, and production teams to ensure cohesive brand storytelling.

Office Depot, Boca Raton FL | Senior Graphic Designer 2009-2013

Led the design of weekly national marketing inserts and regional flyers for a nationwide audience. Executed a high volume of specialty print and digital collateral, ensuring brand alignment and precise delivery across all domestic and offshore markets.

WCI Communities, Inc., Palm Beach Gardens, FL | Art Director 2004-2008

Managed the visual identity and creative strategy for luxury communities across Florida. Led the design of high-end print and digital collateral while managing all vendor and developer relations to ensure the seamless execution of large-scale marketing campaigns

EDUCATION

B.A. in Graphic Design and Advertising 1996-2000
CELA (Centro de Estudios de las Americas), Merida, Yucatan, Mexico

SOFTWARE

Adobe Creative Cloud (proficient), Adobe Express (digital/video), AI Gemini AI Pro (Flow) and Microsoft Office.

LANGUAGES

English and Spanish 100% written and spoken.