

Accomplished creative professional, art direction and UX designer with 8+ years of experience developing innovative campaigns for global brands such as Google, Samsung, Corona, and Dignity Health. As well as experience in UX/UI design for some of these brands.

Professional Experience

Upwork – United States, Remote

Visual Design (Jan. 2025– Present)

- UX/UI for small businesses and start-ups in finance

BBDO – Remote, Dominican Republic

Art Director (May 2023 – Nov. 2024)

- UX/UI for major fitness studio and Popular Bank. Concept and design for major brands, including Health insurance company Humano, Bayer drugs, Presidente (a leading beer brand) and Jumbo (a key supermarket chain).
- Increased CNN Group's market share by 34% through innovative campaigns for Jumbo.
- Helped Presidente reclaim 20% of market share lost to competitors through strategic creative direction.

Switch Havas – Santo Domingo, Dominican Republic

Graphic Designer (Aug. 2022 – Dec. 2022)

- UX/UI design for APB and Amore pizza. Design and art direction for digital and print campaigns for brands in the restaurant, luxury automotive, finance, and food & beverage sectors, including Amore Pizza and investment fund APB.

Alma, Eleven & Joan – Remote, USA

Graphic Designer (Jan. 2021 – Dec. 2021)

- Completed a year-long internship with three advertising agencies across Miami, New York, and San Francisco.
- Designed and art-directed campaigns for notable clients, including Google.org, Samsung, Dr. Seuss, Dignity Health, Corona, Tobacco Free Florida, and Kraken Rum. As well as UI for Dignity Health homepage.

Blue Design Worldwide – Santo Domingo, Dominican Republic

Senior Creative (Sept. 2018 – Jun. 2020)

- Delivered a wide range of creative services, including rebranding, digital and print campaigns, packaging design, product design, website redesigns, social media assets, banner ads, and billboard design for Hospitals, Clothing Stores, Pharmacy and Wellness.
- Conceptualized and executed impactful TV ads for clients.

All Stars Sports Marketing – Santo Domingo, Dominican Republic

Junior Creative (Apr. 2016 – Sept. 2018)

Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, AdobeXd), Figma, elementor, HTML, CSS, Python

Education

UNIBE – Santo Domingo, Dominican Republic

Bachelor's in Marketing & Advertising (June 2019)

Miami Ad School – Miami, Florida

Master in Art Direction and Visual Design (December 2022)