



EXPERIENCE

NEON

NOV 2022 - PRESENT | Art Director

JUL 2021 - NOV 2022 | JR Art Director

Worked on creating concepts and designs, for different mediums.
Brands: Pfizer, Rhythm, GBT, Blueprint, etc.

SHESAYS NY

NOV 2022 - PRESENT | Board Member

Lead the NY chapter of the award-winning organization focused on elevating she/her and non-binary people in creative fields. Organizing events, community engagement and multi-channel creative needs.

FREELANCE

JAN 2014 - PRESENT | Creative/Art Director

Content creation. Graphic designs, logos, websites, UX, and animations. Brands: Santulana, Lava Innovation, Mawa Baby Care, Gigkcloud.

BAKERY

FEB 2021 - MAY 2021 | JR Art Director

Concepted and designed. Pitch work, banners, and content creation for social media. Brands: Shiner, Shiner Straight Shooter, Diageo.

ONE CLUB MENTOR & CREATIVE PROGRAM

FEB 2021 - MARCH 2021 | Art Director

Accepted into the highly selective program for Deloitte Digital's Heat.

GREY NY

JUL 2020 - SEP 2020 | Art Director Intern

Concepted and designed. Pitch presentations, banners, emails, direct mail, and videos. Brands: Volvo, Advil, Tums, Pantene.

MULLENLOWE 511

JAN 2018 - JUL 2018 | Social Media Community Manager

Created a digital strategy, content and managed brand channels.
Brand: Makro.

NEXTPERIENCE

NOV 2016 - SEP 2017 | Content Creator

Create and design content for social media. Brands: Tondero, Prosegur, Volvo.

ROBBY RALSTON

NOV 2015 - SEP 2016 | Creative Intern

Write copy and design for radio, tv, brochures, banners, etc.
Brands: Credinka, TFC, Inmobiliaria Abril and Tekno.

EDUCATION

MIAMI AD SCHOOL | 2018-2020

Art Direction

UNAM (COURSERA) | 2014

Being more creatives.

UNIVERSITY OF LIMA | 2012 - 2017

B.A in Communications.

Mention in Marketing and Advertising.

SKILLS

Microsoft Office, Figma, Adobe Creative Cloud (Photoshop, Illustrator, Premiere, After Effects, Lightroom, XD, InDesign)

Also good at concepting, creative problem solving, team-working, brainstorming and speaking spanish (native).

RECOGNITIONS

NY Festival - Shortlisted

Young Shits - Professional (x1)
Shorlisted (x1)

NYX Game Awards - Gold (x1)

NYX MARCOM Awards - Grand (x1)

MUSE Awards - Gold (x2)

VEGA Awards - Canopus (x1)
Arcturus (x1)

50TH Creativity International Design & Advertising Awards - Bronze (x3)

Graphis Awards - Gold (x1) Silver (x2)
Honorable Mention (x2)

SUMMIT Creative Awards - Bronze (x1)

Creative Conscience Awards -
Commended (x1) shortlisted (x2)

Ads of the world (x7)

Campaigns of the world (x2)