

Award-winning Creative Director and Product Designer with a rare combination of fine art, motion graphics, and product design, built across civic tech, culture, and media on two continents. As a BDA Promax Gold-winning animator and practicing oil painter, I bring a depth of storytelling and human intuition that shapes every brand system, interface, and campaign I design. I specialize in building brand and design foundations from scratch and scaling them – working closely with founders, engineers, and cross-functional teams to turn complex ideas into clear, emotionally resonant experiences.

PROFESSIONAL EXPERIENCE

CIVITECH | Founding Designer & Creative Director | 2019 - Present

As Civitech's first and founding designer, I built the company's entire visual and product design foundation from scratch, creating distinct brand identities and design systems for each product in the suite, while maintaining a cohesive overarching visual language across marketing and communications.

- Conceived and designed the foundational Civitech brand identity, working with an external agency to refine typography and color, then continued to evolve the brand independently, reworking colors, typography, and styles to improve accessibility and cohesion as the company grew.
- Independently created logos and full brand identities for all Civitech products, owning every aspect of visual identity across the entire product portfolio.
- Built a reusable component library and core UI/UX principles for Civitech's product ecosystem, enabling consistent, scalable, and user-centered product development.
- Led UX and UI design for CampaignOS, RunningMate V1, TextOut V1, and multiple voter outreach tools, from discovery and wireframing through visual design and delivery.
- Own and maintain all Civitech websites, internal and external marketing materials, and all creative assets for mail programs, ensuring brand consistency across every channel and audience touchpoint.
- Partnered closely with founders, engineers, and cross-functional teams to translate complex civic and technical concepts into clear, intuitive user experiences.
- Contributed to fundraising and company growth through cohesive brand and product storytelling that built credibility with investors and clients.

NAXDESIGN | Owner & Creative Director | 2011 - 2019

Led a full-service design practice across two countries, delivering brand identity, motion graphics, digital, print, and web design for cultural institutions, media organizations, and global brands.

- Worked with clients including National Geographic Latin America, Médicos Sin Fronteras, ScotiaBank Mexico, Canal 22, CONACULTA, and international tourism organizations.
- Led branding and full design campaigns for cultural institutions including The South Street Seaport, El Museo del Barrio, and The Broadway League, delivering cohesive visual systems across every platform and format: brand identity, print collateral, digital marketing, and web.
- Art directed and led a team of 8 animators and 3 illustrators to produce the animated TV series *¿Qué Dicen los Mayas?* for Canal 22, Mexico, working closely with producers and writers to translate their vision into animations that brought the story of Mayan culture to life.
- Managed client communication, timelines, and production from concept through delivery.

DESIGN DISEÑO NY | Senior Designer & Co-Founder | 2007 - 2010

Co-founded a bilingual design studio serving cultural institutions, nonprofits, and creative organizations in New York City, including Mano a Mano: Mexican Culture Without Borders.

- Led branding and full design campaigns for El Museo del Barrio, The South Street Seaport, and The Broadway League across print, digital, and environmental platforms.
- Designed logos, promotional materials, and environmental graphics for cultural events aligned with community and audience context.

SKILLS

Design & Craft

Product Design · UX Design · Visual Design · Interaction Design · Prototyping · Wireframing · Design Systems · Component Libraries · Accessibility

Research & Strategy

User Research · Usability Testing · Problem Framing · Design Thinking · Cross-functional Collaboration

Tools

Figma · Adobe Creative Suite · After Effects

AI Tools

Claude · ChatGPT · Adobe Firefly · Figma AI · Midjourney (learning)

Domain Knowledge

B2B SaaS · Civic Tech · Political Tech · Brand Identity · Motion Graphics

Creative & Production

Illustration · Oil Painting · Video Editing · Motion Graphics · Animation · Art Direction

Languages

Spanish (native) · English (fluent)

EDUCATION

Master of Fine Arts, Academia de San Carlos, UNAM Design and Communications, 2010.

Selected for an international scholarship and thesis residency at the Universitat Politècnica de València, Spain.

AWARDS

BDA PROMAX | GOLD & SILVER
Best In-House Promotional Animation