



Experienced Art Director with a demonstrated working history in the internet industry and digital media

Born in Caracas, Venezuela
07-03-1975



Living in
Medellín, Colombia

Passionate for design and visual communication with a bachelor's degree in Comprehensive Graphic Design (1999) by IDP in Caracas, Venezuela.

Some numbers in my career

+1000 
designs made

+300 
projects finished
and launched

+20 
year of experience
and counting

+35 
satisfied clients
around the world

5 
honors achievements
in the industry

And with numberless ideas to keep going for more

The last 18 years have been working for

Merlin Interactive Systems, as Creative Director, leading, planning, designing, merging technologies with a visual approach and working a side of multiple teams for the digital era.

For these amazing brands



Focused in

UI / UX, Web applications, Native Apps, Data systems visualizations, Interactive and digital entertainment contents, automated process solutions developments, CMS and frontends and any form of visual communication needs that connects the current and future digital systems with humans.

With skills in

Leading teams and projects.
Research and learning.
Conceptualization and criteria.
Social relationship.

And understanding of

Adobe graphics/video/audio editors
HTML / CSS / Wordpress environment
Wireframing, Design review tools, prototyping, management projects and collaborative tools.
Online and Offline processes
Animation and motion graphics
Video editing
Professional photography
Social Media

I can communicate my ideas through

Spanish as native language and intermediate English level with professional working proficiency

Let's do amazing things together or see more about me

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