

DANIEL YURI

Creative & Art Direction / Strategy / Design

CONTACT

+1 (949) 731-9440
daniel@digitalyuri.com
www.digitalyuri.com
[LinkedIn profile](#)

BRAND EXPERIENCE

FINFARE
MUTUAL BANK (CHILE)
UCI
FORBES
GLOBALVISION
HILTON
SHERATON
DISNEY
TOYOTA
LEXUS
KIA MOTORS
MOTOROLA
CHARTER/SPECTRUM
INTERSCOPE RECORDS
SMITH MICRO
MONSTER
HERBALIFE
COCO'S
BODY GLOVE
COSTCO
THINOPTICS
SHADO EYEWEAR
ALLISTER SUNGLASSES
GREATER GOOD HEALTH
DERMTECH
BOSTON SCIENTIFIC
NAVY (CHILE)
MARITIME MUSEUM (CHILE)

ABOUT

With a wealth of expertise under my belt, I have honed my skills across various creative fields. Specialized in bridging creative direction and brand strategy for fintech, SaaS, and financial-technology ventures. I have adeptly navigated both the US and South American markets, serving a broad spectrum of industries. My driving mission has always been to deliver progressive and strategic creative systems that build trust and clarity around complex financial products.

Having worked globally, I have had the privilege to collaborate with clients of all scales and industries, engaging in comprehensive projects that encompass marketing, branding, web development, UX & UI design, digital media, photography, video, events, motion graphics, and print design.

WORK HISTORY

Freelancer, Contractor & Entrepreneur

Roles I've held with various agencies, brands, and industries, as well as in my own agency -- 6/2008 - Current

AS A CREATIVE DIRECTOR:

- Spearheaded creative direction for marketing campaigns
- Played a central role in brand strategy formulation and identity design
- Ideated, evolved and refined digital products, improving UX strategies and UI design
- Developed and implemented new, revenue-generating digital products and services
- Effectively managed a global team of designers, copywriters, 3D artists, and animators
- Translated client expectations into quality designs within tight timelines

AS AN ART DIRECTOR & SR. DESIGNER:

- Melded Art Direction with hands-on design execution for digital products, including social media, apps, responsive websites, e-commerce, decks, and brand style guides
- Steered UX & UI product design strategies while collaborating closely with Product and Engineering leaders to create apps for mobile, TV, and web
- Designed user experiences and interfaces (UX & UI) that increased conversion rates, user engagement, and customer retention
- Doubled sales within six months through enhanced branding & design
- Utilized multi-cultural consumer insights to maximize marketing impact to drive sales

AS A PHOTOGRAPHER & VIDEOGRAPHER:

- Orchestrated photo and video shoots, covering all stages from planning and team building to the actual photography and video production
- Photographed & filmed influencers, world-class athletes, products, events, and more
- Edited video and retouched photographs for a variety of commercial projects

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TECHNOLOGY EXPERTISE

Adobe Creative suite

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe Premier Pro

Figma

LumaFusion

Apple Keynote

Microsoft Suite

Google Suite

Google Analytics GA4

Agile & Snovio

LinkAssistant (SEO)

MailChimp

Distiller (Web monitoring)

MidJourney (Ai)

ChatGPT (Ai)

Gemeni Studio (Ai)

Firefly (Ai)

Stable Fusion (Ai)

Webflow

WordPress

Shopify

Magento

ECWID

Duda

Asana

Jira

Zapier

WORK HISTORY

Roles I've worked as an employee

CREATIVE DIRECTOR

Finfare -- 2024-2025

- Built and led a high-performing design and copywriting team, fostering collaboration and delivering impactful creative solutions.
- Successfully rebranded the company, developing a fresh, modern brand identity within a tight timeline. Directed the creation of cohesive content and campaigns across digital platforms, enhancing brand visibility and engagement.
- Partnered with Product and Marketing teams to visualize data-driven products and strengthen investor-facing messaging.
- Streamlined creative workflows, improving project delivery efficiency while maintaining high-quality results.

ART DIRECTOR

Studio PMG -- 2010-2011

- Executed creative deliverables, bringing conceptual ideas to life
- Communicated innovative concepts to convey marketing strategies and interactive design solutions effectively
- Led a collaborative team of designers, copywriters, and 3D artists, fostering a dynamic and productive work environment
- Generated growth for automotive, pharma and healthcare industry clients

LEAD SR. DESIGNER

Herbalife International -- 2007-2008

- Led a design team to produce publications, corporate identities, and marketing collateral distributed across Latin America.
- Translated brand objectives into compelling, high-quality visuals that met tight deadlines and exceeded goals.
- Fostered a collaborative team culture, driving creativity and continuous improvement.
- Delivered projects for sales and marketing teams within budget, ensuring on-time delivery and measurable results.

EDUCATION

UCLA EXTENSION – Los Angeles, CA

Design Communication Arts: Focused on UX design, print design, typography, & photography.

MPC – Monterey, CA

Graphic Design: Specialized in digital media, web design, illustration, and photography.

SKILLS SUMMARY

- Expertise in creative & art direction, and design principles across digital and print platforms.
- Fluent in creative direction for fintech, payments, and data-driven communication.
- Strong project management skills, both onsite and remote, with international teams.
- Proficient in UX/UI design methodologies and general programming (HTML, CSS, PHP, XML).
- Experienced in commercial photography, videography, and AI tools like ChatGPT, MidJourney.
- Bicultural/bilingual in Spanish & English, with a global perspective on design & communication.