

CONTACT

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[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
Body Glove
Costco
Thinoptics
Shado Eyewear
Allister Sunglasses
Greater Good Health
Dermtech
Boston Scientific
Navy (Chile)
Maritime Museum (Chile)

ABOUT

Strategic Creative Director with 18+ years transforming complex Fintech & SaaS products into trusted global brands. Expert in bridging business strategy with human-centric design to drive adoption in regulated markets (US & LATAM). Proven track record of leading multidisciplinary teams to deliver scalable systems that increase valuation and user engagement.

WORK HISTORY

FRACTIONAL CREATIVE DIRECTOR | Inova Studios -- 2025-Present

Regulated Industries: Serving as a strategic advisor for Defense & Government Contractors, translating complex operational capabilities into clear brand narratives and marketing systems.

Consumer Growth & AI: Directing brand strategy and AI integration for mid-market consumer groups (Eyewear & Hospitality). Implementing generative AI workflows to optimize content production and reduce marketing costs.

CREATIVE DIRECTOR | Finfare -- 2024-2025

Recruited to transform an AI-driven expense platform from a utility tool into a trusted financial partner.

Team Leadership: Built and managed a hybrid creative engine (in-house & global talent), uniting design, copy, and development under a single high-performance culture.

Agile Execution: Delivered a complete corporate rebrand and website launch in 5 months—executing 50% faster than the industry standard without compromising quality.

Strategic Growth: Partnered with CMO and Product Marketing to translate complex financial data into “honest” human campaigns, directly supporting increased user adoption and investor confidence.

PRINCIPAL CREATIVE DIRECTOR | Inova Studios -- 2014-2024

Operated as a strategic partner for global agencies and enterprises, leading digital transformation for high-compliance sectors (Banking, MedTech, Education, and National Defense).

Global Fintech: Directed web strategy for Mutual Bank (Chile), ensuring secure, localized user experiences for international markets.

MedTech & Healthcare: Led social-first brand systems for Dermtech, Invisalign, Sonendo and Integrum. Translated strict medical regulations into engaging creative assets that drove brand awareness.

Education & Growth: Directed cross-functional teams (Design & Dev) for UCI (University of California, Irvine), ensuring strict UX standards for the main digital ecosystem. Executed high-stakes capital fundraising campaigns and email strategies under rapid delivery cycles.

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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.

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

MidJourney (AI)

ChatGPT (AI)

Gemini Studio (AI)

Firefly (AI)

Webflow

WordPress

Shopify

Magento

ECWID

Duda

Asana

Jira

Zapier

WORK HISTORY

SR. UI & PRODUCT DESIGNER | **Spectrum (Charter)** -- 2012-2013

Agile Product Design: Collaborated with Product Managers and Engineers to design and ship responsive interfaces for consumer apps and software in a high-velocity Agile environment.

Impact: Optimized UX/UI patterns for high-traffic digital products, directly improving user engagement and customer retention.

ART DIRECTOR | **Studio PMG** -- 2010-2011

Leadership: Led a multidisciplinary team (designers, 3D artists, copywriters) to execute complex interactive experiences for Lexus, Boston Dynamics, and multiple Pharma clients.

Impact: Streamlined production workflows for interactive design solutions, directly supporting client growth in regulated sectors.

SR. PRODUCT DESIGNER | **Smith Micro Software** -- 2009-2010

Management: Managed a team of subcontractors to produce source materials, ensuring projects met strict production timelines and quality assurance goals.

Product: Designed user interfaces and marketing materials for consumer software, ensuring brand consistency across retail and digital channels.

INTERACTIVE DESIGNER | **Disney (DIG)** -- 2008-2009

Executed global web and email campaigns and publication design targeting multicultural audiences. Ensured strict brand consistency across digital and print channels for high-traffic entertainment properties.

LEAD SENIOR DESIGNER | **Herbalife International** -- 2007-2008

Global Scale: Led a design team to produce corporate identities and marketing collateral distributed across the Latin American market.

Impact: Delivered high-volume projects for sales and marketing teams, consistently meeting tight deadlines and production budget constraints.

SKILLS SUMMARY

- Fintech Creative Strategy: Expert in data-driven design and brand systems for payments, SaaS, and regulated markets.
- Global Leadership: Bilingual (English/Spanish) manager of onsite and remote international teams driving cross-cultural growth.
- Technical & AI: Proficient in UX/UI, HTML/CSS, Commercial Production (Photography/Video), and Generative AI workflows.