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Driven by a passion for design, I'm a Design Leader and multidisciplinary Designer specializing in motion, visual communication, and scalable creative operations. I combine hands on craft with strategic thinking to deliver high impact design solutions, streamline workflows, and build alignment across cross functional environments.

My approach centers on clarity, collaboration, and adaptability. I translate business goals into actionable creative strategies, partnering with other departments to ensure cohesive, on brand outcomes. I believe in iterative design, shared ownership, and using design as a problem solving tool to elevate the user experience making a strengthen product.

Core strengths include:

- Motion design, animation, and dynamic content
- Visual communication, typography, layout, and composition
- Brand consistency and multi platform design systems
- Workflow optimization, design operations, and digital asset management
- Cross functional collaboration and stakeholder alignment
- Managing timelines, budgets, and multi team deliverables
- Rapid adoption of new tools and emerging technologies

Career Highlights:

I've successfully navigated major organizational restructuring following a large corporate merger, integrating new and legacy teams despite limited communication and resource constraints. I create clarity in ambiguous environments by proactively sourcing information, accelerating onboarding, and moving projects forward with the data available. I've strengthened cross team alignment by establishing communication channels across silos, enabling smoother collaboration and more predictable delivery. Throughout my career, I've delivered thousands of high quality assets under pressure demonstrating strong leadership, operational discipline, and a consistent ability to drive results in demanding environments.

Tools:

Adobe Creative Suite (After Effects, Illustrator, Photoshop, InDesign), Figma, Miro, Monday, Jira, Wrike, Media Shuttle, Digital Library, Chat GPT, Adobe Firefly, Boords, Grok.

Design Services Freelance

Remote
2026 - Present

Creative Designer Specialist

Specialized in translating briefings and business objectives into clear, impactful visual communication across motion, print, web, and digital. I apply design strategically to improve services, support decision making, and elevate brand experiences, ensuring consistency and a strong user centered focus.

Tribunal de Contas: Created and produced motion graphics institutional videos that clearly explained the organization's mission and purpose, and a law change proposal.

<https://www.tcontas.pt/pt-pt/TribunalContas/VideosInstitucional/Pages/Video-institucional.aspx>

Executive Creative Designer

Remote
2024 - 2025

Martinhal Luxury Resorts

- Designed and implemented end to end visual communication systems for luxury hospitality, real estate, and education brands, strengthening brand consistency and elevating user engagement across all touchpoints.
- Produced high impact creative assets for web, print, digital concierge platforms, social media, and integrated marketing campaigns, improving service clarity and enhancing guest and stakeholder experience quality.

Design Manager - Creative Service HBO Max Digital
Design

Remote
2020 - 2023

Warner Bros. Discovery (Warner Media)

- Directed end to end visual asset production for the HBO Max app, unifying localization and design workflows to support a consistent global product experience.
- Successfully delivered 44,000+ assets for the platform's worldwide launch, strengthening cross functional coordination and streamlining delivery across EMEA, LATAM, and the US on a very tight deadline.
- Led a hybrid team of 12 designers (in house, contractors, and vendor), implementing scalable scheduling systems and operational frameworks that elevated creative quality and user experience.
- Engineered and refined workflows that removed production obstacles and increased delivery efficiency of approximately 1,500 assets monthly.
- Mapped and optimized cross regional creative processes, identifying systemic gaps and driving solutions that reduced rework and improved team alignment.
- Collaborated with Scheduling, Digital Media Ops, Content Processing, Marketing, Editorial, Engineering, Product, and Content Strategy to deliver cohesive outcomes and strengthen communication across organizational silos.

Lead Motion Graphics Designer - Creative Service
On Air and Digital Design

Coral Gables, FL
2010 - 2020

HBO

- Led creative services for HBO app, On Demand, and On-Air channels, managing end-to-end design delivery across on-air promos, original productions, marketing campaigns, and sales materials.
- Directed a multidisciplinary creative team and approved visual content ensuring brand consistency across all content including high-profile movies, documentaries and series, including Game of Thrones, Euphoria, Succession, Big Little Lies, Silicon Valley, to name a few.
- Streamlined creative workflows and strengthened cross team alignment, resulting in more efficient production cycles and a more cohesive, audience focused content experience.

Motion Graphics Artist

Fort Lauderdale, FL
2007 - 2010

Zimmerman Advertising

- Designed and produced animated graphics for television commercials across retail, automotive, and hospitality sectors.
- Delivered creative solutions for clients including The Room Place, Kanes Furniture, Ashley Furniture, Nissan, Party City, White Castle, and others.

Education

Associate of Science in Animation Art & Design

Fort Lauderdale, FL

The Art Institute

Service Design Practitioner Accreditation Curriculum

Remote
Feb 2026 - Apr 2026

SDN Academy

End-to-end service, user-centered strategy, journey mapping, service blueprint, research methods, personas and prototyping.

Languages

English, Spanish and Portuguese.
