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📍 Orlando, FL - Open to remote, hybrid, on-site, and relocation



BRAND/CREATIVE STRATEGIST • MARKETING • UX

15+ years connecting brand, marketing, UX/UI, and creative direction to turn ideas into meaningful experiences that support business goals.

EXPERIENCE & IMPACT

Interactive & Graphics Design Adjunct Faculty

Valencia College | Orlando, FL | July 2026 – Present

- Teach undergraduate courses in User Interface Design, integrating UX/UI principles, branding, accessibility, and industry best practices.
- Guide students through UX/UI workflows, collaborative projects, client presentations, and creative problem-solving.

Creative Director – Public Service (Volunteer)

Ad 2 Orlando | Orlando, FL | July 2026–Present

- Lead creative direction and strategy for Crealdé School of Art across brand, web/UX, social media, email, print, photography, video, and events.
- Guide creative teams from concept through execution, connecting client goals, audience needs, and consistent visual storytelling.

Founder | Product & UX Strategy

Eunoia Wellness Art Studio | Orlando, FL | 2023–Present – [Visit Case Study](#)

- Created MYLO, an award-winning AI-powered creative wellness app, leading product concept, UX strategy, and visual direction from idea to launch.
- Collaborated with UX/UI and research partners on prototyping, usability testing, and experience refinement.

Marketing & Advertising National Manager – [Visit Case Study](#)

KIA Motors / JAC Colombia | Bogotá, Colombia | 2006–2011 & 2013–2022

- Built and led national marketing and advertising strategy, managing teams, agencies, and \$1.5–\$2M annual budgets.
- Increased digital engagement by 47% and CRM conversion from 1.4% to 3% through digital and customer-focused initiatives.
- Led brand positioning, digital transformation, and award-winning national campaigns across traditional and digital channels.
- Led COVID digital shift, launched virtual showrooms, and e-commerce solutions during market disruption.

Project & Office Manager

Donnelly Engineering | Orlando, FL | Jan 2011 – Jun 2013

- Managed marketing, client communications, events, and project coordination across engineering initiatives.
- Achieved 100% state permit approvals and supported business growth.

EDUCATION & GROWTH



Interactive & Graphics Design Associate in Science

Valencia College
Orlando, FL
2023 – 2026



Business & Digital Marketing Program Certificate

The Power Business School
Online – Madrid, Spain
2020 – 2022



Marketing & Advertising Bachelors Degree

Politecnico Grancolombiano
Bogota, Colombia
1994 – 1998

COMPETENCIES

Creative & Strategy

Creative and Brand Strategy • Marketing • Visual Storytelling • Creative Direction

UX/UI, Technology & AI

User Flows & Journeys • Prototyping • Design Systems • Digital Platforms Responsible AI • AI-Assisted Workflows

Leadership & Business

Project Coordination • Stakeholder Management • Cross-Functional Leadership • Agencies & Vendors

Tools

Figma • Adobe Creative Suite • HTML/CSS • CRM • Google Analytics • Canva

LANGUAGES

Spanish Native
English Fluent

AWARDS & RECOGNITIONS

Best of Show (Interactive)

Mylo- Valencia College
Juried Student Exhibition, 2026

Experience-Driven Design Award

Geekstravaganza Redesign,
Valencia College
Juried Student Exhibition, 2026

Top Automotive Marketing Executive in Colombia

by Adlatina, 2022
[Link to article](#)

Award-Winning Campaigns

Best Global Distributor — JAC Corporation

Fuel For Heroes Campaign

Creative & Production: REDO VISUAL

Gold LUUM • Health & Wellness • 2021
Bronze WINA • Media • 2020
Honorable Mention WINA • Promo & Public Relations Activation • 2020