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## Overview

11.09 - Present  
Freelance creative lead at Prophet, Interbrand, AKQA, Landor, VSA Partners, Red Antler, Publicis LifeBrands, Carbone Smolan Agency and Neo Design Group.

06.16 - 09.16  
Freelance associate creative director at AKQA.

Designed engaging brand experiences, comprehensive identity systems for digital and traditional environments, translating core design principles into identity, retail and campaign development for clients such as AT&T, IBM, InterContinental Hotels Group, Pitney Bowes, New York Stock Exchange, ING, BNY Mellon, Humana, Thomson Reuters, MetLife, Brookfield, Morgan Stanley, Alcoa, Janssen Pharmaceuticals, Verizon, One Kings Lane and By/Association.

16 years experience as Creative Director at Artplugsdesign, Brooklyn, NY

2 years experience as Art Director at Neo Design Group, New York, NY

3 years working as Art Director, BBDO Design, Santiago-Chile

15 years experience as Creative Director at Altiro Studio, Brooklyn, NY

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## Expertise

Visual identity systems  
Brand strategy/positioning  
Product launch/go-to-market  
Experience and environment design  
Ideation processes  
Art direction/imagemaking  
Video art direction  
Lettering  
Illustration  
Packaging structures and design  
Pattern design  
Editorial design and visual narrative  
Photography  
Video

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## Education

03.90 - 08.94  
Graphic Design P.U.C., Santiago-Chile

Academic activities  
03.95 - 11.96  
Assistant Professor of Perception I, P.U.C. Santiago-Chile

03.95 - 11.95  
Assistant Professor of Graphic Technics I and II, P.U.C. Santiago-Chile

03.95 - 08.95  
Professor of Psychology of Perception, DUOC, Santiago-Chile

## Scholarships

07.93  
Scholarship for Academic Excellence, P.U.C. Santiago-Chile

07.94  
Scholarship for Academic Excellence, P.U.C. Santiago-Chile

08.94  
3 week seminar of typography and design with British designer, Sheena Calvert, Finis Terrae University, Santiago-Chile

12.96  
2 week workshop with graphic designer, David Carson, P.U.C. Santiago-Chile

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## Professionals activities

03.94 - 03.95  
Graphic designer at Sales Marketing Services, Santiago-Chile  
Designed direct marketing pieces and print advertising

04.95 - 07.96  
Freelance graphic designer, Santiago-Chile

08.96 - 07.99  
Art director at BBDO Design, Santiago-Chile  
Designed annual reports, art books, corporate identity manuals, brochures and presentations

08.99 - 05.00  
Freelance graphic designer, Santiago-Chile  
Designed art books and annual reports

06.00 - present  
Creative director at Artplugsdesign, Brooklyn, NY

07.01 - present  
Creative director and managing partner at Altiro Studio, a Brooklyn based design and production collective

01.06 - 02.08  
Art director at Neo Design Group, New York, NY  
Designed corporate identity, brochures and web sites

07.05 - present  
Creative director and managing partner at Art Battery Group, a Brooklyn based art collective