



Claudia Sandoval
Design director & designer

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WORK LINKS

[linkedin.com/in/artplugsdesign](https://www.linkedin.com/in/artplugsdesign)
[artplugsdesign.com](https://www.artplugsdesign.com)
[instagram.com/altirostudio](https://www.instagram.com/altirostudio)

PORTFOLIO

[artplugsdesign.com/ClaudiaSandovalPortfolio.pdf](https://www.artplugsdesign.com/ClaudiaSandovalPortfolio.pdf)

OVERVIEW

I design 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	Brookfield
IBM	Morgan Stanley
Inter Continental Hotels Group	Alcoa
Pitney Bowes	Janssen Pharmaceuticals
New York Stock Exchange	Verizon
ING	One Kings Lane
BNY Mellon	Alcon
Humana	Palmolive
Thomson Reuters	Forrester
MetLife	Teladoc Health
Hillrom	By/Association
Truist Financial	

Since 1996 I have been working with corporate and art-related clients, having the privilege to meet highly creative people, and work on diverse projects, such as identity design, branding, editorial, art direction, photography, video and digital applications.

I aim to collaborate and work to build smart brands, reinvent company communications and partner up with my clients and collaborators to deliver real results, touch people's heart and promote a positive change.

I have worked as a design consultant at Interbrand, Landor, VSA Partners, AKQA, Prophet, Elmwood, Carbon & Smolan and Red Antler.

EXPERTISE

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

LATEST EXPERIENCE

November 2009 - May 2016

Freelance senior designer at Interbrand

June 2016 - September 2016

Freelance associate creative director at AKQA

October 2016 - August 2019

Freelance senior design director at Prophet

September 2019 - December 2019

Freelance senior design director at Elmwood

January 2020 - July 2020

Freelance senior design director at Interbrand