



## SUMMARY

+10 years of experience as  
creative director and art  
director

+16 years within an agency  
environment

Bilingual proficiency  
English and Spanish

*I am a designer with over 16 years of experience in the creative field. As a talented and motivated purist innovator, I am ready to be a valuable member of any company's creative department.*

*I have a comprehensive understanding of both conventional and digital marketing design, and I can be an integral part of any design team. I have experience leading and working closely with designers, programmers, video producers, and copywriters.*

*I solve complex problems in advertising, marketing, and communications. My experience spans print, visual design, digital ads, branding, and project management. I create strategic solutions for lasting impact.*

## DEXTERITIES

*"The whole is better than  
the sum of the parts."  
– Kurt Koffka*

- Deep understanding of design and the pursuit of new trends
- Expert in Photoshop, InDesign, Illustrator, Premiere, After Effects
- Exceptional leadership
- Outstanding communication skills
- Effective interaction with clients and internal staff
- Expert leading the creative process from concept to conclusion
- Inspire marketing objectives into innovative strategies
- Excellent interaction with the creative team, art directors, designers, copywriters, photographers, and web developers
- A particular detail in **visual communication and brand standards**
- Effective with clients to explain campaign tactics and solutions
- Resolving road-blocks contributing to the creative teams

## STUDIES

Industrial Designer  
**Pontificia Universidad Javeriana**

Digital Branding and Engagement  
**Curtin University**

Technology Entrepreneurship:  
Lab to Market  
**Harvard X**

### PORTFOLIO LINKS:

<https://www.linkedin.com/in/enrique-arenas-b1379a30/>

<https://www.behance.net/enriquearenas3>

<https://enriquearenas.com/portfolio>



## EXPERIENCE

For the past 16 years, I have had experience working with several kinds of clients such as Citi Bank, Celebrity Cruise Lines, JM Family, Deutsch Bank, Women's Chamber of Commerce of Miami-Dade County, McCann-Erickson, Goodyear, Motorola, Hasbro, UNICEF, Ogilvy & Mather, J. Walter Thompson, and others.

### **Creative Director** **PhotoNEXO LLC.** August 2022 - Today

I lead a team of designers and photographers who solve complex problems in advertising, marketing, and communications to create strategic solutions for lasting impact. I am the leader in visual design, digital ads, branding, and project management.

- Services offered include creating storyboards and supervising video production, developing corporate identities and branding, designing and implementing guidelines, concepts, and strategies for various creative projects, such as social media or traditional media.

### **Creative/Art Director** **Lincoln Digital Group** March 2021 - August 2022

As Creative Director, I led the creative, marketing, and Social media teams, developed creative guidelines and directed the creative assignments, including video production, print collateral, websites, email campaigns, social media campaigns, and many other related tasks. I used to report directly to the CEO of the company.

- Creation of storyboards and supervision of video production
- Corporate identity development and branding support, website design and development direction
- Design and implementation of concepts, guidelines, and strategies in various creative projects

### **Creative Director** **PMP Marketing Group Inc** January 2017 - March 2021

I manage all aspects of digital and conventional media for the company, including TV and radio production, photography direction, outdoor advertising, below-the-line marketing, trade shows, and digital media such as website design, mini-sites, landing pages, and social media campaigns on platforms like Facebook, Instagram, Twitter, and Google Ads.

- Branding: Logo Design and Corporate Identity
- UX/UI - Graphic design creation of interior/exterior advertising
- Video direction and production

## AWARDS

AIVA The Academy of Interactive & Visual Arts Recognition 2019 "Best in Show"

Best Urban Shoot Nominee 2013 See Me / Magazine (MoMA) Exhibition

W3 Awards - 2018 Recognizing the Power of Creativity November 2018

The Communicator Awards Best in Show "Recognition 2017" 18th Communicators Awards



## PHOTOGRAPHY

*Professional Photographer,  
freelance associate for  
GettyImages.*



*FAA-Certified  
Drone Pilot*

*As a professional photographer, I know how to maximize photography's power in design. I am a commercial photographer and associate provider of GettyImages, with over 20 years of experience. **Certificated Remote Pilot**, including commercial operation under Part 107.*

## PORTFOLIO

*I have a comprehensive understanding of design based on mathematics and sacred geometry. In my style, the design is never random.*

### WEBSITE DESIGN

*salentocoffeeshop.com  
arleytherapy.com  
eyelivio.com  
eyebix.com  
stiebeltronamericas.com  
themorrisonclinic.com  
forthepeople.com  
fortheinjured.com  
justice4you.com  
rizklaw.com  
bsbcomplaw.com*

*sigmanlegal.com  
nichollaw.com  
gregcolemanlaw.com  
justicecounts.com  
rodenlaw.com  
hensleylegal.com  
coloradolaw.net  
fdslaw.com  
oal-law.com  
gregmonforton.com  
pkd.com*

*lynchlawyers.com  
parrislawyers.com  
wvpersonalinjury.com  
thejusticelawyer.co  
hennessandhaight.com  
jjsjustice.com  
killianlaw.com  
fightingforfairness.com  
asbestosclaims.org  
dayeslawfirm.com  
lorenzandlorenz.com*

### CORPORATE IDENTITY

#### **www.mysalentocoffee.com**

*Project: Corporate Identity  
Client: Salento Coffee Shop  
Platform: Illustrator, Photoshop, WP*

#### **www.ethantodd.com**

*Project: Corporate Identity  
Client: Ethan Todd Bespoke  
Platform: Illustrator, Photoshop, WP*

#### **www.fortheinjured.com**

*Project: Corporate Identity  
Client: Gordon & Partners  
Platform: Illustrator, Photoshop, WP*

#### **www.eyelivio.com**

*Project: Corporate Identity  
Client: EyeTech ONE LLC.  
Platform: Illustrator, Photoshop, WP*

#### **www.PhotoNEXO.com**

*Project: Corporate Identity  
Client: PhotoNEXO LLC.  
Platform: Illustrator, Photoshop, WP*

#### **www.arleytherapy.com**

*Project: Corporate Identity  
Client: Arley Therapy Services.  
Platform: Illustrator, Photoshop, WP*

*Don't hesitate to contact me for further information about my most recent projects.*