

# victorospina

Graphic Designer & Art Director  
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Dynamic and results-driven creative professional with multidisciplinary experience across an array of industries, including beauty, fashion, fintech, entertainment, and hospitality. Specializing in crafting purposeful brand identities and artistic direction, I've cultivated the passion and prowess for compelling visual storytelling and creative project execution.

Bachelor of Arts in Digital Arts & Sciences - University of Florida - Cum Laude

## Experience

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### Designer/Junior Art Director, Front Row — New York, NY (04/2022 - Present)

- Spearhead and lead art direction in pre- and post-production, as well as on set, for various clients within the "masstige" beauty sector, enhancing brand presence and visual identity.
- Manage and execute multiple projects across various scales, including retail, fixture, merchandising, and experience design, showcasing versatile design capabilities.
- Play a pivotal role in the ideation, creation, and implementation of multi-scale branding, packaging, and digital projects, contributing to the overall success of the agency's multidisciplinary team.
- Actively engage in the creative process from strategy and concept development to execution and production, ensuring alignment with project objectives and maintaining high-quality standards.
- Demonstrate the necessary expertise in maintaining clear communication with internal teams, clients, and external contractors, fostering a collaborative culture within the agency.
- Utilize flexible design capabilities across disciplines, showcasing adaptability and creativity in delivering unique solutions in color, typography, imagery, visual codes, and layout tailored to client needs.
- Own the visual development of project layouts and client presentations, ensuring a visually compelling and cohesive representation of creative concepts.
- Successfully prioritize and manage projects in a fast-paced environment, meeting deadlines and exceeding client expectations.
- Leverage technical skills in working on the Consumer Packaged Goods (CPG) side, proficiently handling mechanical/dieline files to streamline design processes.

### Design Lead, OO&CO Agency — Miami, FL (04/2021 - 02/2022)

- Owned responsibility for the inception & execution of high-volume graphics, branded environments, signage, logos, merchandise, social content, packaging, brand decks, digital ads, emails, websites, UI assets, animations, and video for agency clients.
- Extended and evolved clients' visual identity consistently across all channels (print, social, video, email) for B2B, B2C & DTC brands at varying levels of maturity & market penetration. Conducted client-facing responsibilities including monthly meetings, progress reporting, trend forecasting etc.
- Conceptualized new and innovative marketing campaigns and brand initiatives, in collaboration with Social Media department, that gave a distinct advantage over competitors and resonated with their customer base.
- Grew agency's client base through strategic relationship building and consistent execution of successful campaigns, design collateral, and events.
- Oversaw and mentored in-house design team of 3 and rotating freelancers, delegating tasks and managing timelines.

### Social Media Marketing & Design Intern, The Reflective — New York, NY (01/2021 - 05/2021)

- Amplified the social presence and brand identity of newly founded fashion platform and newsletter, The Reflective, developing style guides, brand decks, copywriting, branded social media content, adjusting content in response to analytics data.
- Acted as point-person for all creative operations and processes in a start-up environment.
- Overhauled all original social content & newsletter, assisted in web development using Figma, programmed content calendar through Notion, and monitored online brand awareness and engaged with users to cultivate community & strengthen customer relationships, collectively resulting in a 60% increase in content interactions.

Core Competencies: Adaptability | Art Direction | Branding | Communication (written & visual) | Critical Thinking | Empathy | Ideation | Organization | Socially-Conscious | Team Building & Collaboration | Strategic Thinking | Visual Concepting

Technology: Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe After Effects | Adobe Premiere Pro | Adobe XD | Keynote | HTML/CSS | Blender | Procreate | Microsoft Office Suite | Google Workspace | Notion | Asana | Trello | Figma | Hootsuite | Wix | Klaviyo | Planoly | Later | Sprout Social

Certifications: Title IX | FERPA | HubSpot Social Media Marketing | Digital/Social Badge (Twitter Flight)