

RODRIGO PRIAN-GARCÍA

ART DIRECTOR

CONTACT

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ABOUT ME

I'm an art director with experience in ATL and BTL campaigns for both national and international brands. I've worked on key visuals, branding, digital content, and print advertising. I also specialize in video editing, motion graphics, photography, and audiovisual direction.

Currently, I'm exploring new creative approaches by integrating artificial intelligence and developing contemporary art projects.

SKILLS

Creative Direction	
Multimedia Design	
AI generation	
Motion Graphics	
Photography	
Image retouching	
Audio editing	
Video Edit	
English	

SOFTWARE



PORTFOLIO



DEMO REEL



INTERESTS



EXPERIENCE

Perfumes Europeos. Creative Direction, (2024-).
Retail Digital. Creative Direction, (2024).
Ariadna Communications Group. Multimedia design, (2023-2024).
The Warrior Group. Video production and editing, (2020-2023).
UPAX. Post-production and video editing, (2018-2020).
Antídoto. Creation of content for social networks, (2017-2018).
Coyote Media House. Production design direction, (2016-2017).
Galería Óscar Román. Content creation and design, (2015-2016).
Zurux. Coordination of the design department, (2015).
Teatro Línea de Sombra. Production design, (2014-2015).
Encuentro de Artes y Humanidades. UNAM. Museography, (2012-2014).
MUCA Roma. Cataloging and museum archive, (2012).

FREELANCE PROJECTS

Maquila Marketing. Art direction, (2023).
RIA. Clínica de Especialidades Dentales. Content Creation (2022).
LARS. Feeding. Content creation, (2022).
Dircon 2.0. Video editing and post-production, (2022).
Habitat Solutions. Graphic identity development, (2019).
400 gramos. Graphic identity development, (2018).
Tendo Records. Graphic identity development, (2017).
Denadie Records. Graphic identity development, (2016).
The Art Shop. Graphic identity development, (2016).
La Rubia Co. Catalog design for the play De lo que subyace (2015).
Museo Nacional de Arte. Installation of the exhibition The Invention of the Everyday, (2008).

EDUCATION

CENTRO.
Course in Creative Direction
Escuela Británica de artes creativas y tecnología
UX/UI Design Course (2024).
Domestika.
Branding in three stages, course with Estudio Yeyé, (2023).
Art Direction for Creative Visual Branding, course with Linus Lohoff, (2022).
Filmadores.
Course Introduction to Cinematography, (2021).
Centro de la Imagen.
Image Analysis Circle, (2020).
Facultad de Artes y Diseño. UNAM.
Diploma in Theory and Criticism of Contemporary Art, (2017-2018).
Bachelor of Visual Arts, (2008-2012).
Universidad de la Música G. Martell.
Bachelor's Degree in Electronic Music and Multimedia Production, (2007-2009).