

- RODRIGO PRIAN GARCÍA -

Art Director | Creative Director | Multimedia Designer | Branding | Digital Campaigns | Motion Graphics | Video Editing | AI Generator | Contemporary Art

CDMX • 55 3434 8604 • rodrigopriang@gmail.com • www.ropriangarcia.com

- Art Director with over 12 years of experience in the creative and advertising industry, developing ATL and BTL campaigns for national and international brands. Specialist in branding, key visuals, digital content, and print advertising. Proficient in video editing, motion graphics, photography, and audiovisual direction. I have recently integrated artificial intelligence into creative processes, driving innovative and contemporary art projects.

PROFESSIONAL EXPERIENCE

Perfumes Europeos, corporate. Creative Director | Senior Designer. 2024 - 2025

- **Directed the creative strategy and visual design for fragrance launches, developing digital campaigns, key visuals, and BTL materials.** Coordinated the communication and design team, ensuring brand consistency and measurable results in awareness and engagement.

Retail Digital, marketing agency. Creative Director. 2023 - 2024

- **Directed the creative strategy for Singer de México and ACCO Brands México, developing digital and social media campaigns.** Coordinated design and production teams to guarantee brand consistency and measurable results in engagement.

Ariadna Communications Group, agency. Multimedia Designer. 2022 - 2023

- **Designed content for Nissan, Renault, Infiniti, and Mitsubishi,** including social media and mailing campaigns. **Implemented artificial intelligence in creative processes,** achieving an upgrade in digital branding and brand differentiation.

The Warrior Group, agency. Video Editor & Multimedia Designer. 2020 - 2022

- **Edited webinars, courses, reels, ads, and digital content** for clients in real estate, automotive dealers, and marketing agencies. Provided multimedia versatility to optimize the production of educational and promotional content.

UPAX, agency. Post-producer & Video Editor. 2018 - 2020

- **Produced videos with motion graphics for mystery shopper campaigns.** Main clients included: Banco Azteca, Elektra, Mexicana de Aviación, Italika, and Cinemex.

Coyote Media House, film production company. Production Design Director. 2016 - 2018

- **Directed set design and props for audiovisual productions.** Main clients: Walmart de México and Sam's Club México.

Zurux, corporate. Design Coordinator. 2014 - 2016

- **Supervised corporate catalog, product photography, retouching, and image editing** for an import company. Coordinated the design area, ensuring graphic consistency in commercial materials.

FREELANCE PROJECTS

- Throughout my career, I have developed freelance projects ranging from production design for theater at **Teatro Línea de Sombra** (2014–2015), collaborating on the visual and conceptual development of stage plays, to the conceptualization and branding development for brands and projects such as **Azul Marino** (2025), **LARS Feeding** (2022), **Habitat Solutions** (2019), **Tendo Records** (2017), and **Hadrian** (2017), integrating visual identity, brand narrative, and graphic applications. I have also created design and content for social media for **RIA Clínica de Especialidades Dentales** (2022) and **DIRCON 2.0** (2022), developing pieces aligned with communication objectives and digital positioning. This journey reflects a versatile creative practice, with a strategic focus and high technical execution capability, integrating concept, design, and visual communication in cultural, commercial, and digital contexts.

SKILLS

- I have a comprehensive mastery of creative tools and key skills for the conceptualization, development, and execution of visual projects. Advanced proficiency in the **Adobe suite (Photoshop, Illustrator, InDesign, Premiere Pro, and After Effects)**, as well as **Canva** and **Figma** for design and prototyping. Experience in creative generation with artificial intelligence using **OpenAI, ChatGPT, MidJourney, and LeonardoAI**, integrating AI into creative and strategic processes. At the soft skills level, I excel in **teamwork, creative leadership, conceptualization, strategic and critical thinking, adaptability, visual communication, and efficient time and resource management**. This skill set allows me to translate ideas into **solid creative solutions**, aligned with **strategic objectives** and with **high technical execution quality**.

EDUCATION

Simulador creativo • Taller Anatomía de las ideas (Workshop: Anatomy of Ideas) (2025).

CENTRO • Creative Direction Course (2025).

Escuela Británica de artes creativas y tecnología • UX / UI Design Course (2024).

Domestika • Branding in Three Times Course, with Estudio Yeyé, (2023). Art Direction for Creative Visual Branding Course, with Linus Lohoff, (2022).

Filmadores • Introduction to Cinematography Course, (2021).

Facultad de Artes y Diseño. UNAM • Diploma in Theory and Criticism of Contemporary Art, (2017-2018). Bachelor's Degree in Visual Arts, (2008-2012).

Universidad de la Música G. Martell • Bachelor's Degree in Electronic Music Production and Multimedia, (2007-2009).

LINKS

BOOK: www.ropriangarcia.com

DEMO REEL: vimeo.com/403715279

LINKEDIN: www.linkedin.com/in/ropriangarcia