



Luis Romero

Senior Creative and Graphic Designer

PORTFOLIO

www.ludesign.org

[LinkedIn](#)

CONTACT DETAILS

+61 434 106 821

luisromeromartinez@gmail.com

Coogee, Sydney NSW

Permanent Resident

LANGUAGES

Spanish

English

COMPUTING SKILLS

InDesign

Illustrator

Photoshop

Lightroom

Premier pro

After effect

Animate

Figma

Office 365

I specialise in providing services related to the development of creative and design solutions across different platforms for integrated campaigns from concept to finished art and production. I have extensive experience in the mass product market and healthcare sector.

As a professional designer, I work with Adobe Creative Suite to produce high-quality design assets as well as illustrations, branding design, image retouching, animation, and video editions. I have the resources to execute a vast range of multimedia deliverables, both online and offline.

I possess plenty of experience designing and developing web applications and managing online platforms like Wordpress, Mailchimp, Squarespace, and CMS, among others. As a self-starter and self-educator, I am always looking to improve my technological knowledge and digital skills.

Throughout my career, I have had the privilege of working for some of the most recognised advertising agencies in Chile and Spain. There, I refined my conceptualisation and artistic skills on a wide range of projects, collaborating as a team member on innumerable campaigns for mass products and healthcare organisations.

I am an Australian permanent resident currently working as a freelancer, hoping to join a fantastic team to cooperate and grow as a team member.

WORK EXPERIENCE

Freelance - Creative Designer

Sydney, Australia, 2023

I am now working as a freelancer for Planetdwellers Travel Agency, where I am:

- Strengthening the brand identity by designing creative graphic assets from concept to completion across the entire collateral marketing.
- Managing the organisation's social media channels by creating content and developing effective strategies to engage the LGBTQIA+ community.
- Delivering innovative communication across the website, digital screen, magazine, social media, and email channels to promote new travel packages, tours, and events.

Advanced Navigation - Creative Designer

Sydney, Australia, 2021 - 2022

I worked within the marketing department of this technology organisation, where I:

- Assisted in the development of a new corporate identity and the implementation of aesthetic guidelines for internal and external media.
- Developed the marketing collateral by improving visual recognition and elevating the start-up perspective to a globally recognised high-tech organisation.
- Designed the website, showcasing their cutting-edge products by industry and category pages, and creating technical iconography and datasheets.
- Ideated high-quality visual showroom stands for trade shows around the world and managed budget and stakeholder organisation.

Freelance - Creative Designer

Sydney, Australia, 2019 - 2021

I relocated to Australia in the beginning of 2019 and started working as a freelancer with local firms on various projects, where I:

- Implemented innovative ideas and designs in the fields of sports, entertainment, technology, and finance.
- Led the overall ideation, coordination, and development of all creative assets on projects, including social media ads, print ads, website design, and trade show collateral.
- Developed brand and communication messaging initiatives from research to execution, creating design themes and graphics focused on B2B, B2C, and print marketing.







ARTISTIC SKILLS

- Creativity
- Graphic Design
- Illustration
- Image Retouch
- Animation
- Web Design
- Video Editing
- Branding

CREATIVE FIELDS

- Brand Identity
- Corporate Design
- Social Media Content
- Online Communication
- Web Design
- Motion Graphics
- Video Edition
- Marketing Collateral
- Press Advertising

INTERESTS

- Technology 
- Sports 
- Arts & Shows 
- Travelling 
- Photography 
- Music 

Publicis Health - Art Director

Madrid, Spain, 2016 - 2018

Within the healthcare sector, I worked on integrated campaigns, where I:

- Delivered guidance in all aspects of campaign creation, from concept to on-time and on-budget completion of multiphase projects.
- Collaborated with stakeholders to develop creative campaigns as part of the customer's goals, objectives, and strategies.
- Created inspiring visual concepts for print and online media, leveraging the latest technologies and trends.
- Oversaw the entire process of development for different media, such as activations and online advertising.

Saatchi & Saatchi Health - Art Director

Madrid, Spain, 2013 - 2016

In the healthcare industry, I produced large-scale campaigns for print and digital projects, as well as:

- Developed creative campaigns for a range of clients from concept to completion, including budgeting, scheduling, and coordination of resources.
- Generated assets for various media, such as web design, corporate identity, infographic posters, flyers, banners, brochures, activations, and informative videos.
- Coordinated with internal and external teams, such as copywriters, production staff, and influencers, to enhance brand awareness and deliver creative excellence.

Prolam Young & Rubicam - Art Director

Santiago de Chile, 2009 - 2011

- I was in charge of creating designs and creative solutions for a variety of media, including web, print, video, and animations.
- I worked with a development team to produce and implement effective advertising campaigns for press creative advertising, direct marketing, and marketing actions.

Grey Chile - Art Director

Santiago de Chile, 2007 - 2009

As an online and offline media art director,

- I organised and produced integrated campaigns and generated media assets for print, TV, outdoor, and media press advertising.
- Developed brand and communication messaging from research to execution, designing themes and graphics with an emphasis on B2C marketing.

Ogilvy Interactive - Designer and Animator

Santiago de Chile, 2005 - 2007

As a designer and animator, I was in charge of creating banners, emails, web design, and collaborating on digital projects to support communication strategies.

EDUCATION

Bachelor Degree of Graphic Design and Advertising

Los Leones Institute, Santiago de Chile, 2000 - 2004

Diploma of Multimedia and Programming in CSS and HTML

School of Design and New Technologies (CICE), Madrid, Spain. 2011 - 2012

Diploma of Marketing and Communications

Lonsdale Institute, Sydney, Australia. 2020 - 2021

