



RESUME

Andres Navarro
(open to relocate)

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Creative Lead and Brand Designer with experience developing visual systems, integrated marketing narratives, executive presentations, video productions and premium brand experiences across digital, experiential, and emerging AI environments. Founder with a multidisciplinary background leading creative teams and translating business objectives into compelling visual storytelling for brands, campaigns, and strategic partnerships. Experienced building brand identities, presentation frameworks, marketing collateral, that improve consistency and communication across multiple channels. Passionate about combining strategic thinking with hands-on design execution to create work that is visually impactful and commercially effective.

WORK

- July 2024 - Present
- Founder / Creative Director**
Imaginerastudio / Merida, Mexico
- Founded and led a multidisciplinary team of creators by integrating brand, design, video production, and storytelling for businesses across multiple formats.
 - Developed comprehensive brand strategy, visual identities, and video content for social media and brand experiences.
 - Worked directly with executives and business owners to define brand positioning, messaging, strengthen engagement while leveraging AI-powered creative workflows.
- April 2023 - June 2024
- Brand and Graphic Design Manager**
FullFrame / Merida, Mexico
- Created brand identities and design content with Illustrator, Indesign, Premier Pro and Photoshop.
 - Produced strategic concepts to align team objectives.
 - Designed client identities and content via digital media.
- August 2021 - December 2022

- Retail Sales Associate**
IKEA / Philadelphia, US
- Sales consultant on IKEA product line.
 - Tracked inventory and managed daily operations.
- January - July 2021
- Business Development / Marketing Manager**
Navarro & Associates / Miami, US
- Created business development strategies and playbooks while generating presentations and marketing collateral for AI Platform
 - Focused on lead generation, marketing & sales outreach for Ai customer experience platform.
- January 2018 - February 2019
- Retail Sales and Marketing Manager**
Pescanova USA / Miami, US
- Supported the development and launch of a new consumer seafood brand - Seafood Tapas - within the U.S. retail market.
 - Helped define brand positioning, go-to-market strategy, product marketing and retail activation to support commercial growth.
 - Managed relationships with retail team while collaborating with sales, marketing, and branding.

PERSONAL

- Sports**
- Basketball
 - Tennis/Padel
 - Soccer
 - Gym
- Hobbies**
- Painting
 - Photography
 - Music & Podcasts
 - Architecture
- Travel - where I've studied and worked**
- United States
 - Spain
 - Mexico
 - Ireland
 - Brazil

SKILLS

- Computer / AI Tools:**
- Google Labs, Canva, ElevenLabs, Freepik
- Adobe:**
- Premier Pro, Illustrator, Indesign, Photoshop, Lightroom, Firefly, Adobe Stck
- Design:**
- Visual Communication
 - Idea & Storyboard
 - Typography & Color
 - Design Principles & Execution
- Branding:**
- Ideation & Logo Creation
 - Strategic Storytelling
 - Brand Positioning
 - Brand Identity
 - Brand Experience
 - Content Strategy
 - Cross-funcnaltional team leadership
- Advertising:**
- Research
 - Conceptualizing
 - Promoting
 - Art Direction
 - Campaign Strategy / Development
- Video**
- Pre-production / Planning
 - Video Production - Lighting - Equipment
 - Post Production - Editing
- Sales**
- Lead Generation
 - Playbook Presentation
 - Presentation Pitch
 - Client Strategy
 - Account Management
 - Negotiation
- Languages**
- English - Native
 - Spanish - Fluent
 - Portuguese - Conversational

EDUCATION

- 2019-2021
- Miami Ad School / Miami, FL**
- Art Direction - Social Media & Digital
- 2012-2014
- University of Richmond / Richmond, VA**
- B.A Politics, Philosophy, Economics and Law
- 2010-2012
- Drexel University / Philadelphia, PA**
- Business Co-op Program