ARTURO GUZMAN | ART DIRECTOR

PORTFOLIO: ARTUROGUZMAN.XYZ **EMAIL:** DESIGNBYARTURO@GMAIL.COM **PHONE:** (210)392-6848

Art Director with a decade of design experience. My passion lies in brand storytelling and social media marketing. I specialize in creating compelling visual narratives that resonate with audiences and drive engagement. With a keen eye for design trends and a deep understanding of the power of visual communication, I strive to craft unique and impactful brand experiences that elevate the overall identity of any project I undertake.

Skills: Art Direction, Graphic Design, Motion Design & Illustration.
Software: Adobe Suite (Photoshop, Illustrator, After Effects, Premier) & Figma.

INDUSTRY EXPERIENCE

AUSTIN FC | ART DIRECTOR | 2023-CURRENT
Have executed over 60 different campaigns across various channels from jersey release promotions, match day graphics to special one of a kind projects. Collaborate on a daily basis with multiple stakeholders throughout the club on various projects.

OUTLOOK AMUSEMENTS | SENIOR DESIGNER | 2019-2022
Led the planning and execution of all motion work used for digital and social media platforms. Collaborated with various members of the creative team to ideate and present concepts to the business team.

CREATIVE PARC | GRAPHIC DESIGNER | 2018-2019
Executed full branding campaigns from concept phase to final implementation in both print and digital media.

1797 CREATIVE | GRAPHIC DESIGNER | 2016-2018
Created digital and print marketing assets while working on various branding projects. Supported design needs and communicated with clients to ensure a smooth design implementation process.

EDUCATION

UNIVERSITY OF THE INCARNATE WORD | 2012-2016
Bachelor of Fine Arts in Graphic Design | Minor in Photography