



Skills

COMPUTER FLUENCIES

Creative Suite CC, Adobe Acrobat, Figma,
Microsoft PowerPoint, After Effects (basic),
Microsoft Word HTML (basic)

LANGUAGE

Native: Spanish, fluent
Secondary: English, fluent
Tertiary: French, functional

ARTS+HOBBIES

Indoor climbing, cycling, art, travel,
foodie, illustration, typography

Education

Experience Haus | London, UK
User Experience & Interface Design (Certificate)

University of East Anglia | Norwich, UK
The Secret Power of Brands (Certificate)

D&AD | London, UK
The Creative Detox (Certificate)

D&AD | London, UK
Talking Digital: Exploring the new
digital environments (Certificate)

Universidad Veritas | Costa Rica
BA in Graphic Arts

Awards

LONDON
PM Society Gold Primary Care Advertisement, 2016
PM Society Bronze Primary Care Advertisement, 2016
PM Society, finalist, Patient Awareness, 2015
IPA Bronze, Consumer Patient Film, 2011

NEW YORK
Best Front Page, NYPA, New York, 2004
Best Special Section, NYPA, New York, 2004

Experience

FREELANCE CREATIVE, LONDON UK | (sporadic)

Freelance Senior Creative for various consumer agencies including: Prophet, GREY,
McCann, Brand Union, G2, Wani Creative

WUNDERMAN THOMPSON, LONDON, UK | HEAD OF ART | OCT2018 - JUL 2020

(Formerly Grey Healthcare Group)

Conceptualising, art directing and presenting integrated campaigns and creative projects,
as well as developing visual language for different pharmaceutical brands at global and
regional levels including Bayer, Pfizer, GSK, AztraZeneca, Sepsis Trust UK

GREY HEALTH GROUP, LONDON, UK | SR ART DIRECTOR | OCT2017 - OCT2018

MAUCREATIVE.COM, GLOBAL | FREELANCE CREATIVE | since 2000

Freelance designer for my own studio projects include: re-branding of Canal 7,
(a national broadcaster, Costa Rica), re-branding for CND, (National Dance Company of
Costa Rica), branding of Suwoh, (NGO focused on palliative care, Costa Rica), packaging
and branding for Mt.Rose Mixers (Nevada, U.S.), branding for Norton Landscaping (UK)

BEDGEBURY COMMS., KENT, UK | ASSOCIATE CD | OCT 2015 - SEP2016

Conceptualising and presenting integrated campaigns, art directing photoshoots, mentoring
and managing creative staff, overseeing production of digital and print projects for
clients including: Sanofi Pasteur, ALK Abelló, Novo Nordisk, Bristol-Meyers Squibb, Chiesi

BEDGEBURY COMMS., KENT, UK | SR ART DIRECTOR | DEC 2013-2015

BRANDIA IMAGE, COSTA RICA | CREATIVE DIRECTOR | APR - NOV 2013

Responsible for a small team of creatives, conceptualising and developing brand identities
and packaging for a diverse portfolio of FMCG brands and some B2B brands, from
re-launching beer brands, designing the first Yunus Social Business brand in the region.
Clients included: Florida Ice and Farm (FIFCO), Mondelez, YPO (Young Presidents'
Organization). Other responsibilities included build and maintain strong relations with
potential clients as well as existing clients.

DESIGN MOTIVE, LONDON, UK | SENIOR DESIGNER | JAN - SEPT 2012

Brand identity and conceptual design for a diverse portfolio of global clients including
Amadeus, UK Power Networks, Burgess Superyachts and Vitec Group.
Editorial design, print and interactive promotional pieces.

CDM LONDON, LONDON, UK | ART DIRECTOR - SR DESIGNER | NOV 2009 - DEC 2012

Developing advertising concepts, including campaigns and brand books for global and UK
markets for Novartis brands and Merck Serono. Collateral, packaging and exhibition
design as well as art direction for websites, video promos and photoshoots.

SIEGEL+GALE, US and UK | SENIOR DESIGNER | MAY 2007 - SEPT 2009

Conceptual design, brand identity and brand communications for a variety of clients
including American Express Global Network and American Express Co-branded products
(Global), JGL Laboratories (Moscow and Croatia), Qtel (Middle East), Access Technology
Group (Europe). Collateral and marketing pieces for - Four Seasons Hotel, Berklee School
of Music, AARP and Motorola.

DOREMUS, NEW YORK, NY | SENIOR DESIGNER | SEPT 2005 - AUG 2007

Art direction and project management for a team of designers in a fast-paced, high-volume
environment dedicated to various Bank of America lines of business. Produced print and
multimedia materials for events, advertising and high-end collateral pieces.

GOTHAM INC., NEW YORK, NY | DESIGNER | 2005

BRONX TIMES, NEW YORK, NY | ART DIRECTOR | 2003-2005

MAC DIRECTORY MAGAZINE Miami, FL | Designer | 2002

AMBASSADOR TOURS San Francisco, CA | Designer | 2001