



## Languages

English  
Spanish

## Methodologies

Lean UX  
Agile  
IBM Design Thinking  
Kanban  
Hyper Island Ideation

## UX/UI Skills

UX Audits  
Competitive Audits  
UX Strategy  
Personas  
User Journeys  
Information Architecture  
Heuristics  
Ideation Facilitation  
Data Analysis  
Surveys  
Concept Maps  
Wireframing  
Visual Mockups  
Empathy Mapping  
Prototyping  
Interaction Design  
Presentation Skills  
Task Flows  
Card Sorting  
Design Systems

## Tools

MS Office  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
G Suite  
Keynote  
Sketch  
InVision  
Principle  
Zeplin



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## Experience

### Norwegian Cruise Line

Miami, FL 33126

### Global Creative Director

2018 - 2025

Lead, mentor, and manage a multidisciplinary creative team. Strategize, ideate and develop original content. Responsibilities include: collaborating with brand managers and marketing teams from all regions to develop global communication strategies; implementing marketing and advertising best practices to drive conversions; writing/designing compelling content for traditional and digital channels while leveraging consumer insights; overseeing video productions; directing photo shoots; and managing budgets along with the team's administrative responsibilities.

### WOW MKTG

Coral Gables, FL 33134

### Associate Creative Director // Creative Strategy

2016 - 2018

Worked with agency partners to develop creative strategies to generate solutions to their advertising and marketing problems. Lead the creative team through the ideation process from conception to development. Presented solutions to stakeholders, and supervised production and deployment. Brands worked included: HealthSun, Wellmax, University of Miami Health Systems, Budweiser, and Wyncode Academy among others.

### MARCA Miami

Coconut Grove, FL 33133

### Account Supervisor // Senior Creative

2013 - 2015

Managed the agency's day-to-day relationship with key client contacts, and lead the team internally to fulfill all proposed projects. Markets managed included US Hispanic Market, Caribbean Markets, LatAm, and the US General Market.

### GREY Global Group

San Juan, PR 00918

### Creative & Promotions Strategy Consultant

2009 - 2011

Reviewed promotional strategies, advised, and developed execution plans for accounts such as Heineken (Caribbean Market) and DISH Network (US Hispanic Market).

### JMD Communications

San Juan, PR 00918

### Creative Director & Strategic Planner

2005 - 2009

Original creative development, as well as diverse campaign initiatives, for brands such as: Infiniti Motors, Pfizer (Caduet, Viagra), Humana Healthcare, Absolut Vodka, Kahlúa, Malibú, Level Vodka, Hertz, and Samsonite among others.

### Sajo // McCann Puerto Rico

San Juan, PR 00911

### Senior Copywriter & Creative Strategist

2004 - 2005

Original creative development, script writing, proofreading, and translated and adapted regional creative from English to Spanish.

### Ogilvy Puerto Rico

Guaynabo, PR 00934

### Creative Director

2003 - 2004

Provided quality control over concepts and projects, in addition to supervisory and management functions like training, hiring and evaluating creative staff, and work with other agency departments to maintain communication and client satisfaction. Brands worked included: Hyatt and American Express.

### GREY Global // WING Latino NY

New York, NY 10003

### Art Director

2001 - 2002

Original creative development, layout and design, logo creation, and photo retouching for brands such as: Pantene, Downy, Pringles, McDonald's, and Panasonic among others.

### Procter & Gamble

Caracas, Venezuela

### Consumer Relationship Marketing

2000 - 2001

Developed a Loyalty Card Program as the first step for P&G towards a Consumer Relationship Marketing platform in Venezuela.

## Education

Wyncode Academy  
Miami, Florida

Certification // User Experience/User Interface Product Design (UX/UI)

University of Pennsylvania // Wharton  
Online

Masters Certification // Digital Marketing, Social Media, and E-Commerce

University of Virginia // Darden  
Online

Certification // Advanced Business Strategy  
Certification // Strategic Planning and Execution

Le Cordon Bleu Paris  
Miramar, Florida

Associate of Applied Science, Culinary Arts

High Honors

Management Enterprises  
Caracas, Venezuela

Certification // Leadership for Leaders

Liberty University  
Lynchburg, Virginia

Bachelor of Science // Criminal Justice & Psychology  
Associate of Arts // Interdisciplinary Studies

Summa Cum Laude  
Honors

National University  
La Jolla, California

Master of Forensic Science

Universidad Tecnológica del Centro  
Valencia, Venezuela

Bachelor of Engineering // Information Systems Engineering  
Bachelor of Science // Business Sciences // Marketing Specialization

American High School  
Miami Lakes, Florida

High School Diploma

## Skills & Strengths

- Strong written and verbal communication skills
- Recognized for excellent time management, resourcefulness, and organizational skills
- Workshop ideation/moderation experience
- Experience in a wide variety of custom qualitative and quantitative research methods
- Retired US Army veteran with battle tested leadership skills, and proven to be a strong mentor and team player
- Comfortable multi-tasking in a corporate environment, working with urgency, and under pressure
- Incessant sense of personal and professional integrity and responsibility
- Experience collaborating and managing media and creative agency partners

## Military Service: Retired Veteran

US Army Military Police Investigator  
Fort Buchanan, PR 2009 - 2016

Supervised and conducted investigations of incidents and offenses or allegations of criminality that affected defense personnel, property, facilities or activities. Wrote detailed reports and prepared cases to testify in court.

Public Affairs Representative  
Bagram, Afghanistan 2012 - 2013

Planned and conducted public relations programs, publications, and events. Developed a newsletter designed to keep the public informed of the unit's programs, accomplishments, and points of view.

US Army Criminal Investigation Division (CID) Investigator  
Bagram, Afghanistan 2012

Investigated crimes. Collected and analyzed evidence from crime scenes. Conducted interviews with suspects and witnesses.