



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



Experience

Norwegian Cruise Line // Rebel Fish Creative Group
Miami, FL 33126

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.

Global Creative Director

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.

Luije Padrón

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Granada, Spain

Education

Wyncode Academy Miami, Florida	Post-Graduate Certification // 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
Management Enterprises Caracas, Venezuela	Certification // Leadership for Leaders
Liberty University Lynchburg, Virginia	Bachelor of Science // Criminal Justice & Psychology Associate of Arts // Interdisciplinary Studies
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

Published Works

- Published author (fiction): *Cuentos Más Allá de la Oscura Realidad* (1999).
- Comics/Script writing. Marvel Comics: *The Patriot Factor* (2008); Self-published: *Vinculum: The Ties that Bind* (2005-2009)

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.