

Marco V. Rodríguez Quesada | *Creative & Advertising Designer*

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PROFESSIONAL OVERVIEW

Creative Designer with experience across advertising, branding and visual communication in agency, freelance and in-house environments. Skilled in developing campaign concepts, visual systems and brand communications across multiple industries, with a strong focus on art direction, visual storytelling and end-to-end creative execution.

EXPERIENCE

CREATIVE DESIGNER | Garnier Agency

AUG 2024 – PRESENT

- Develop creative concepts, key visuals and campaign systems for 17+ brands across digital, social, print, OOH and BTL channels.
- Translate an average of 3+ client briefs per week into visual solutions in collaboration with copywriters, strategists, account teams and production.
- Produce approximately 25–50 final creative assets per month, supporting campaign development from concept through final delivery.
- Present and defend creative concepts and visual decisions with clients and internal stakeholders, contributing to art direction from ideation through production.

DESIGN & BRAND DEVELOPER | Grupo Nutresa / Belina

APR 2022 – DEC 2023

- Executed OOH, large-scale billboards, and digital assets while supporting internal communications and promotional initiatives for the marketing division.
- Developed packaging and supporting visual materials for the launch of a new Balance product, including the design of its food can.
- Managed and adapted brand communications across the Belina, Nutrisource, Balance, and Dukan-Dukat portfolios, ensuring consistency across visual systems.
- Served as the primary design resource for the Marketing department, managing projects from initial concept through final production.

FREELANCE CREATIVE & GRAPHIC DESIGNER | 4z Creative (Independent)

JAN 2020 – PRESENT

- Develop branding, visual identities, advertising and digital communication for businesses and organizations across different industries.
- Manage projects independently from concept development and client communication through final production and delivery.
- Collaborate with AMPM, Cuora – Innovation Lab Consulting, Froz Frut, Asociación de Agricultores de Costa Rica, and multiple small and medium-sized businesses.

EDUCATION

Bachelor's Degree in Advertising Design | Universidad LCI Véritas, Costa Rica

Graduated: 2023

SKILLS

Creative: Art Direction · Creative Direction · Branding · Visual Identity · Advertising · Visual Storytelling · Campaign Development

Design: Graphic & Editorial Design · Packaging · OOH · Social Media Content · Motion Design · Copywriting

TOOLS

Adobe Illustrator · Photoshop · InDesign · After Effects · Premiere Pro · Dimension · Figma · Weave · Keynote · Miro · Generative AI Tools