

**Education:**

B.I.D. Bachelor of Industrial Design  
@ ITESM / Monterrey Institute of  
Technology and Superior Education

**Current Job:**

Freelance @ [Easyeasyeasy.co](http://Easyeasyeasy.co)

**Web:**

[easyeasyeasy.co](http://easyeasyeasy.co)

— English (Fluent)  
— Spanish (Native)

**Professional Skills:**

— Creative Direction  
— Art Direction  
— Project Management  
— Team Leading  
— Project Planning  
— Brand Design  
— Brand Strategy  
— Graphic & Editorial Design  
— Brand Storytelling  
— Environmental Design  
— Team Management  
— Industrial Design

**Personal info:**

Isaac Contreras  
(34 years)

**Experience Summary:**

1+ Design Lead  
.5 Art Director  
1+ Years / Art & Graphics Manager  
2+ Years / Creative Director  
1 Year / Sr. Interior designer  
+2 Years/ Sr. Graphic designer  
2 Years/ Assistant Art director  
1.5 Years/ Jr. Industrial designer

**Professional Biography:**

# Hi!

**Dec - 2021/Jun - 2022 DESIGN LEAD**

— @CANVA

For the last year and a half I've been working with the app Canva leading a team of Designers & Copywriters to create new content as Canva begins to enter the Colombian & LatAm market. (18 months contract)

**Dec - 2020/Jul - 2021 FREELANCE ART DIRECTOR**

— @Hovercraft Studio

I was hired as a freelance Art Director with a 6 month contract to help them with a different range of projects for the first half of the year. Some of them retail, some other branding campaign for some major clients such as Nike, Jordan, Lebron and Google. (8 month contract)

**Jun - 2019/Dec - 2020 ART & GRAPHICS MANAGER LATIN AMERICA**

— @WEWORK

At WeWork, I had the opportunity to manage an in-house team of designers and artists. I also worked with commissioned artists for the LATAM Region. I lead custom projects for enterprise projects and brands, design custom pieces for each new building openings in Mexico, Colombia, Costa Rica, Brazil, Chile, Peru & Argentina. I also curated art for new projects, managed the production of art pieces & art directed to my teams based in Mexico and Argentina.

**Jan - 2017/June - 2019 CREATIVE DIRECTOR**

— @ANAGRAMA BRAND INTELLIGENDE GROUP

As Creative Director, I led a multidisciplinary team of designers, interior designers, and architects. I had to deal directly with clients worldwide for sales pitches and project tracking, which became very useful when I joined WeWork.

**Jan - 2016/Jun - 2017 SENIOR INTERIOR DESIGNER**

— @ANAGRAMA BRAND INTELLIGENDE GROUP

A year later, studio partners offered a new position as an Interior designer where I mastered how to translate visual branding systems to environments and spaces since I had the experience designing brands from scratch and that the spatial sensibility to take them to the next level. After that, I was offered the creative lead position for the Interior Design team.

**Jan - 2014/Jun - 2016 SENIOR GRAPHIC DESIGNER**

— @ANAGRAMA BRAND INTELLIGENDE GROUP

At first, I started at Anagrama as part of the branding team; although I'm an industrial designer by trade, I also became a self-taught graphic designer and illustrator, which I will always love.

Less than a year later, I had the opportunity to do art direction for my projects, decide my own concepts for my assigned brands, and mentor the new Jr. designers in the team.

**Jan - 2014/Nov - 2014 ASSISTANT ART DIRECTOR**

— @CUT OUT FEST ANIMATION FESTIVAL

Before I graduated, I started working as a set designer for this international animation festival in 2012. After that, I worked the next couple of years as an Assistant Art Director, working closely with the Art Director and the Festival Producers on artist installations and venue and set design.

**Jan - 2012/Dec - 2012 JUNIOR INDUSTRIAL DESIGNER**

— @CAFAREL

This was my first job as an industrial designer and as a shop manager for the woodworking crew. I was hired to design and supervise the production of the first and new furniture line used on the real estate development branch's latest housing projects.

By the end of July 2014, they cut the furniture project's funding and shut down the furniture design department.

# BYE!

**I've worked with these brands:****Curriculum Vitae / 2011 - 2022**